

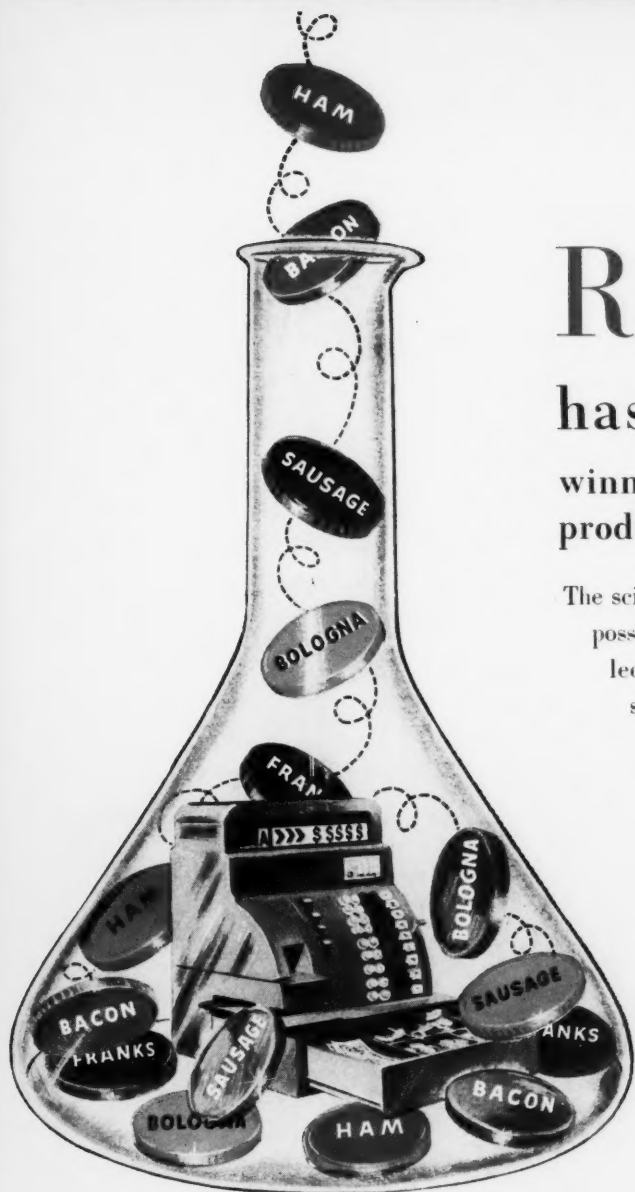
# THE NATIONAL *Provisioner*

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MARCH 5, 1955



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# News and Views

THE NATIONAL

## PROVISIONER

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### Hide-Or Be A Pitchman

During a sausage panel session at the recent convention of the Western States Meat Packers Association a member of the audience asked some questions that delineate a problem facing the meat industry. He said:

"Does the housewife really want this type of merchandising (consumer packaging, premiums, etc) or is it the packaging and advertising companies that are forcing it upon us . . . Does the housewife actually want the meat and sausage industry to compete and to merchandise their products like Post Toasties and Betty Crocker?"

Looking at it from one angle, his questions might be interpreted as reflecting the ultra-reactionary attitude that ours is a bulk sales industry and that consumer service, such as packaging and processing beyond the most rudimentary steps, as well as sales promotion, are the responsibilities of the retailer or some other agency. While understanding his bewilderment at being thrust into the role of packager and high-pressure merchandiser, we do believe that he has little choice if he wishes to survive. To "give the lady what she wants" (a directive attributed to Marshall Field) he must supply her with more and more of his production in easily choosable, prepared and packaged form.

At the same time, his questions do point up the frenetic heights to which food merchandising and advertising can rise—heights far beyond the limits of good business judgment. Granting for example, that childish whims are a powerful factor in household purchasing today, is this a solid base on which to build lasting appeal for products which *must* sell in *billions* of pounds each year? Is the premium—the "gimmick"—a worthwhile tool to build lasting demand, or is it a sales mousetrap which catches customers only until the time a competitor brings out a more gaudy and appealing rodent retriever?

We believe that the best possibilities for the meat industry lie between the two extreme viewpoints brought out above.

**Canned Hams** and other pork from Communist Poland led imports from all other countries in January, the American Meat Institute reported this week, in disclosing official government figures. The Institute revealed also that U. S. tariff cuts on canned hams are under consideration, and added:

"Imports from Poland jumped 55 per cent over imports in January last year, 3,627,000 lbs. against 2,339,000 lbs. Combined imports from all countries increased 18 per cent. Polish imports during 1954 (nearly 20,000,000 lbs.) already had increased 39 per cent over imports during 1953. Total imports have been running about half of the American canned ham production figure.

"For canned hams, Poland obtains dollars which may be used throughout the world to buy strategic materials, which may not be exported from the United States to Communist countries. Poland buys no pork products here. Other important European shippers, Germany, Denmark and Holland, recognize foreign trade as a two-way street. They purchase considerable quantities of American products with the dollars obtained, including lard, tallows, hides, variety meats, etc.

"Tariff concessions under consideration now at an international meeting in Geneva, include a proposal to decrease American import rates on various products, including the 3½¢ per pound rate on canned ham. This is provided for in a proposed trade agreement between the U.S. and Japan (which exports no meat). However, if U.S. tariff rates should be reduced for Japan, the reduction would apply to countries of Europe, including Communist Poland, in accordance with the multilateral tariff policy of the U.S. by which concessions granted to one country are granted to all."

**Reduction of Westbound** rates on fresh meats, without a corresponding reduction in westbound livestock rates, will be opposed by several groups at the March 7 hearing by the freight traffic managers committee of the Transcontinental Freight Bureau, Association of Western Railways. The hearing on Application C-1243, which would reduce the rates on fresh meats 50¢ per cwt., will be held in Chicago. The Western States Meat Packers Association, which was successful in preventing the reduction from going into effect late last year, again will oppose it strenuously, according to E. Floyd Forbes, president and general manager. He said that WSMAPA will be joined in this stand by the American National Cattle-men's Association, the National Live Stock Producers Association and Swift & Company.

**New Vice President** of NIMPA's Southwestern Division is John O. Vaughn, Oklahoma Packing Co., Oklahoma City. He succeeds Chris Finkbeiner, NIMPA president, who had been serving in a dual capacity. Three directors also were elected for three-year terms at the regional meeting in Oklahoma City. They are: J. D. Sartwelle, Port City Packing Co., Houston; Felix Schlosser, Morrilton Packing Co., Morrilton, Ark., and Thomas G. Wright, Canadian Valley Meat Co., Oklahoma City. Matt Brown, Western Meat Packers, Inc., Little Rock, Ark., was named to fill a board vacancy for one year.

**A New Machine** that automatically shingles and weighs sliced bacon output from high speed slicers has been developed by a packing company and now is in operation. Costly "give-away," customary in hand-weighing operations, has been reduced considerably. An on-the-spot report by THE NATIONAL PROVISIONER will appear in the next week's issue.

# Quality, Maturity and High Attendance Mark Proceedings at Ninth WSMMPA Meeting

From committee meetings (summarized beginning page 42) through sausage and beef session (pages 61 and 97) the group participates enthusiastically. Members hear talks by Morantz, page 45; Brammall, 49; Maurer, 61; Manion, 66; Peckham, 75; Mather, 85; Crow, 91; Spurr, 93; Beard, 97; Nohl, 99; Whan, 102 and Sen. Knowland, 110. New equipment on display, 120.





**SENATOR KNOWLAND smiles—in spite of his stern message on the growth of communism.**

**P**ACKED committee meetings, well-attended exhibits and registration that set a new high in passing the 2,000 mark characterized the ninth annual convention of the Western States Meat Packers Association, held at the Palace Hotel in San Francisco on February 16, 17 and 18.

The maturity of the association as it goes into its tenth year, and the solidity of membership feeling, were attested not only by the announcement of plans for continuing long-term services, such as labor information and laboratory testing, but also by the enthusiastic participation of packers, sausage manufacturers, boners and

others in committee meetings and other convention activities.

Meat industry representatives from 11 western and some midwestern states, as well as suppliers, officials of state and federal agencies, marketing experts and others, came together for mutual benefit in the sessions, exhibit halls, hospitality rooms and at the dinner dance. Fifty-four companies promoted their products and services in 72 booths in the suppliers' exposition and 39 firms maintained hospitality headquarters on various floors of the hotel.

Nate Morantz of the State Packing Co., Los Angeles, was reelected chairman of the board of directors of WSMAPA, while E. F. Forbes was continued in the key posts of president and general manager. Eugene Ranconi, Walti-Schilling & Co., Santa Cruz, Cal., was chosen secretary, and Anton Rieder, Coast Packing Co., Los Angeles, was reaffirmed as treasurer.

Former secretary Henry J. Kruse, Seattle Packing Co., Seattle, was named a vice president, joining Douglas Allan, James Allan & Sons, San Francisco; Marshall Anderson, King's Packing Co., Nampa, Ida., and Albert T. Luer, Luer Packing Co., Los Angeles.

Directors elected for terms expiring February 15, 1956, included Matt Brown, Great Falls Meat Co., Great Falls, Mont.; O. L. Brown, Medford Meat Co., Medford, Ore.; David Davies, Wells & Davies Packing Co., Payette, Ida.; Homer F. Glover, Glover Packing Co., Roswell, N. Mex.; Al Gunther, Solano Meat Co., Vallejo, Cal.; Leland Jacobsmuhlen, Arrow Meat Co., Cornelius, Ore.; Albert T. Luer, Luer Packing Co., Los Angeles; Adolph Miller, Union Packing Co., Los Angeles; W. H. Moffat, H. Moffat Co., San Francisco; Robert S. Poer, Tempe Meat Packing Co., Tempe, Ariz.; Donald Schaake, Schaake Packing Co., Ellensburg, Wash., and Allen Kurtzman, James Henry Packing Co., Seattle.

Membership in the association stood at an all-time high of 441 at the end of 1954, according to a report by Henry J. Kruse, WSMAPA secretary. Of these, 180 were regular and 261 were associate members.

Anton Rieder, treasurer, told the members that not only did receipts from dues exceed expenditures during 1954, but the association was able to add a substantial amount to its surplus. The latter fund is now large enough so that WSMAPA could operate on it for two years at its current expense level.

Keen observations on the state of the industry, association problems and objectives and on the future of



**PACKED general session**



**... and committee meeting**



**... and packup at the end**

meat packing were made in talks by Nate Morantz, board chairman; E. F. Forbes, WSMFA president, and Albert Luer, association vice president.

Summing up some of his analysis of the meat industry's profitless prosperity, chairman Morantz declared:

"We will have an ample supply of livestock; steady demand; high national income; high national purchasing power capable of sustaining the present prices of livestock and increasing the prices of our finished product.

"With all these factors our industry should be able to maintain itself and earn a proper return on its investment. However, there are several things that management must do. Management, in my opinion, is the segment that needs the education.

"We must develop within our respective plants closer relationships between our livestock buyers and the people



**"LET'S KEEP THE BALL rolling,"** says C. F. Moore, WSMFA vice president, as he skillfully pilots the Friday morning convention session through an extensive program of committee and officers' reports and the election of officers and directors.

employed in selling our finished product to the consuming public so that there will be a better understanding of each other's problems.

"We must learn and understand the seasonal fluctuations, and changes in the demand for particular meats during the seasons of the year.

"We must learn that fed beef is not an item which is produced for inventory. It is not stored like pork. Rather, it is a commodity which is produced for immediate consumption.

"High prices for by-products are gone. We question whether they will ever return to the levels that existed in the past.

"Each plant should properly determine how much it can produce and market efficiently without glutting the markets at a time when consumer demand for our products is low. By attempting to maintain high production in the face of lower consumer demand, we often cause heavy losses in the sales of fresh meat."

Reviewing some of the association's accomplishments, Morantz pointed out that it had helped secure additional funds for federal inspection; worked actively in getting re-enactment of the "Buy America" clause in the Army appropriation bill; helped organize the livestock and meat marketing conference at Davis; extended the coverage of the USDA market reporting service; promoted beef consumption through posters, stickers and in cooperation with other agencies, and is working with livestock interests in cattle feeding experiments.

"We are out to establish western fed beef," he said,

"and we are out to prepare effective arguments."

Chairman Morantz emphasized that the association has returned to its members approximately two-thirds of the cost of operating WSMFA by means of its arrangements for purchasing petroleum products.

President Forbes told the group that the western industry is facing one of its most serious freight rate situations in connection with the proposal to reduce westbound meat rates 50c per cwt. without a similar reduction in livestock carrying charges.

After saying that he believed some of the railroads could be persuaded to reject the proposal, Forbes said that the West Coast had probably doubled its dressed lamb shipments to the East as a result of a reduction in the rates on eastbound refrigerated express service. He predicted that a further cut in the rate to the level enjoyed by cherry shippers should make it possible to triple the business. Forbes reported that the railroads are being asked to give intermediate points the benefit of lower eastbound rates on meat.

An association service laboratory, to perform various analyses for member companies, is another project WSMFA is developing in conjunction with Stanford Research Institute.

"We have made some new supply contracts this year," said Forbes, "which we think are going to be very advantageous. It is very gratifying that this year out of our petroleum contract with the Union Oil Co. that we were able to return to our membership two-thirds of the entire cost of the operation of this association. We gave back to our membership practically \$75,000 in cash. In fact, many of our members got far more cash from us than they paid in dues.

"We, of course, are worried about the condition of

**CONSUMER, RETAILER and producer attitudes with respect to meat and the packing industry's part were expressed at the general session over which Douglas Allan, James Allan & Sons, San Francisco, presided.**



the industry and hope that this year will be a much better year profitwise than it was in 1953. Of course we realize that we are going to have as much or more beef to market and many hogs on top of that, and pretty close to the same amount of lamb and mutton. We are going to have to do a tremendous promotional job on both beef and pork or we will not be able to hold the stabilized prices in the industry that we have had for the past six months.

"The livestock producers, particularly in this state, are going to make a real effort to promote beef. The lamb growers have completed the drafting of a marketing order and, at 10c a head this year, based upon 1954 slaughter, will raise \$150,000 here in California to



promote lamb. If they have \$150,000 to spend here in California it behooves the cattlemen and the pork people to get some type of a program and raise at least \$100,000 to do a job for beef.

"We got up a sticker to put on meat cases, in meat markets and also on automobiles and trucks. Your board ordered 5000 of these printed. Well, we printed the 5000, sent out a questionnaire, and before we got through we had printed 50,000.

"If we get those 50,000 beef stickers up in our nine states, why, people will know something about western beef. I believe that our experiment at Davis will show that our western beef is as good as any beef produced on any grain, any place in the country. This cattle feeding business is growing by leaps and bounds, and in order for us to have a stable supply of fed beef we should have 1,000,000 cattle on feed in this state at all times, and I think the day is coming when we will. That will make us somewhat independent of the Midwest as a source of our supply of Choice cattle.

"We are going to continue our truck posters, which you see up here, and we have developed a new four-color process which we feel will give us a much better type poster. Yet, where we ought to have 5,000 of these posters in this area, the nine states, we have a little over 1,000 posters."

Vice president Luer led the audience into the future to "have a little fun."

"We know," said Luer, "that year after year the packing industry has been showing a very unsatisfactory operating profit, although sincere efforts have been made and are being made to correct this. I feel that these decisions will be made for us through advanced thinking, advanced methods, and technology, and I



*"I PREDICT all livestock will some day be bought subject to inspection and on a grade-yield basis . . . that packers will sell their by-products at an established price . . . franks will be produced in continuous process." Albert T. Luer.*

believe it is going to give us return on our investments which will be suitable.

"The major operators have for years been geared to peaks and valleys of livestock procurement and slaughter, resulting in speculation on inventory accumulation and appreciation or depreciation of values in pork products, hides, tallow, wool and other products.

"With the improvement of livestock production around the clock, placing our operations on a more current basis, all these historical methods are going out of the window.

"I predict that in the not too distant future all of the fresh meats that we produce through our slaughter will be packaged at the packer level. This will tend to sta-

bilize the livestock market and will allow the processor to put his price on his finished product.

"The retailer will be concerned primarily with whether or not the packaged product will move readily with his markup added. It will be our job, to see that it does move, through attractive packaging of good quality merchandise and winning over consumer acceptance through advertising and merchandising.

"I predict that all livestock will be bought subject to inspection and on a grade-yield basis. I predict that the packers will sell their hides, tallow and wool on, perhaps, a year's basis at an established price.

"This will take all the speculation out of this phase of our business. This little pastime has cost the industry nothing but losses. To me this speculating on hides, tallow or wool is sheer short-sightedness and stupidity on the part of the packer. If he is fortunate enough to



*"A QUESTIONNAIRE SURVEY showed little interest on the part of sausage manufacturers in becoming regular members of the association," reports Thores Johnson of Made-Rite Sausage Co., Sacramento, who was chairman of the sausage meeting.*

make money on a speculation, he doesn't keep it; all the buyers rush out in the country and bid him out on livestock. The producer gets it. If the packer loses on speculation, he takes it out of his own pocket. We have said many a time that the packer is nothing but a broker between the producer and the table, and why should he take all the risks on speculation, inspection and grading? He is only a processor.

"I predict that bacon will be cured, smoked and sliced within a work day.

"I predict that frankfurts will be produced in a continuous process from the chopper to the package within a working day. That is already being done.

"I predict that we will buy cattle or beef by the carload and sell by the ounce. Wrigley has done it for years and he has made money on it.

"I predict that unless the meat packing industry keeps pace with the retail outlets in streamlining and modernizing, we will remain in the cracker barrel era with its resultant meager and unsatisfactory margins.

"Fantastic? No. Visionary? Yes. I could go on and predict and so could many of you. These are things to come. As the old saying goes, 'The impossible takes a little longer to accomplish.'

"I predict that most of us will live to see this come to pass."

The committee meetings, held on the opening day of the convention, February 16, drew big crowds and were the scenes of lively discussion. Prepackaging was the big topic at the sausage meeting, with talks by A. B. Maurer (page 61), Jack Manion (page 66) and a panel



discussion (page 70). At the beef committee meeting, Fred Beard explained how the grading service functions (page 97) and Louis Nohl made some suggestions for its improvement.

**ANIMAL DISEASES:** No recommendations were made by the group meeting under acting chairman T. G. Sinclair of Carstens Packing division, Hygrade Food Products Corp.

Dr. C. D. Van Houweling, director of livestock regulatory programs, U. S. Department of Agriculture, reviewed what has been accomplished in the control and eradication of diseases of livestock and then presented a moving picture showing the effects of scabies in cattle and sheep; VE in hogs, and hoof and mouth disease in cattle. The movie showed the progress made in controlling these diseases and the recent spread of sheep scabies.

Senator Paul L. Byrne, chairman of the California joint interim legislation committee on livestock problems, commented briefly on the compulsory garbage cooking bill now being considered by the California legislature.

Dr. A. G. Boyd, assistant director, State Department of Agriculture of California, spoke briefly on the progress of VE control in California, pointing out that the attitude of garbage feeders had changed in the past two years.

Dr. K. J. Peterson of Oregon, president of the Western Livestock Sanitary Officials Association, presented the members of the association to the meeting. The relaxation of regulations compelling the disinfecting of cars and stock yards was discussed.

Those representing the railroads and shipper interests indicated that, in their opinion, there is sufficient control of VE at present to warrant less stringent disinfecting requirements.

The meeting also indicated approval of state regulations requiring cooking of garbage fed to hogs.

**ACCOUNTING:** Chairman Ellis T. McClure of Cuyamaca Meats, El Cajon, Cal., reported that the committee is working on the final draft of a chapter on the use and application of "standards," and that it will be available to members of the association early this year.

McClure explained that the purpose of "standards" is to facilitate making a profit and that the group's work recognizes management's need for speedy access to certain figures in order to make proper decisions in the daily business of buying and selling and to control plant operations and costs.

Noting that standards represent pre-established costs and units of measure, developed from past operations considered normal and average, McClure said they are used:

1. As the means of determining immediately the final cost of finished product and satisfactory selling prices.
2. As a means of determining from the market for finished products, a permissible cost for raw materials.
3. As a means of projecting costs on anticipated purchases to determine if such purchases or if certain operations would be profitable.
4. As a "measure" for determining labor efficiency, and of computing an "allowable payroll" for a certain volume of production, or for a certain accounting period, both on a departmental basis and for the plant as a whole.
5. As a means of controlling the general expense of overhead.

The chapter recognizes and devotes a section to each

element of the cost of finished product, and the computation of standards, such as for:

1. The net value of the by-products recovered from the conversion of raw materials to finished products.
2. Yield.
3. The direct labor employed in production and packaging of products ready for distribution.
4. The direct supplies used in the production and packaging of products, such as standards for paper and containers, standards of certain ingredients not included in the raw material costs, and standards of manufacturing supplies used.
5. The indirect expense of general overhead, and administrative expense.
6. Standards of selling and delivery expense.

The chapter provides a means of establishing quality of product control and checking adherence to product formulas, through the use of standards.

The committee's principal work for the coming year will be the review of the manual.

**BEEF:** This large group, working under the chairmanship of Henry J. Kruse, Seattle Packing Co., followed up the discussion of the federal grading service by Fred Beard (page 97), and its criticism by Louis Nohl (page 99), by supporting, in part, the position of the California Cattle Feeders Association.

It was recommended that there be more uniformity in the application of grading standards; that, as much as possible, cattle be stamped and graded at the slaughter level; that the grading authorities get control of grading kits and equipment; that personnel be rotated on the best possible basis; that arrangements be made with individual packers to ensure the necessary time lag between slaughter and grading, and that as little ribbing as possible be practiced.

Paul C. Doss of the Quartermaster Market Center System said that the needs of the armed forces for Alaska

*"TWO MAJOR PROBLEMS confronting the hide and leather industry today are the improvement of takeoff and the elimination of cattle grubs," reports Leland Jacobsmuhlen of the Arrow Meat Co., Cornelius, Ore., who led the hide committee meeting.*



and the Far East have been supplied 100 per cent by western states packers and boners, and that these firms have also been successful in competing elsewhere. In connection with boneless beef he said that a minimum stock level of 60 days' supply would be maintained. While there has been some seasonal stockpiling in the past, the government will not follow this policy in 1955. Doss commented that this should tend to level out operations for packers and boners.

Doss reported that the QMC System is getting up new specifications for boneless veal, pointed toward using the

whole carcass, and that bacon specifications are being rewritten to take in rapid-cured product.

Representatives of the Schmidt Lithograph Co., San Francisco, presented beef promotional material the firm has developed for point-of-sale use, including over-wire banners, flexible counter display cards that can be changed by the retailer according to the particular item he wants to sell, and beef educational folders.

**HIDES:** Dealing with two of the industry's problems, bad takeoff and grubby hides, the group recommended that butchers be educated on the high cost of poor knifework, and that cattle grubs should be eliminated from the United States by adequate research and an effective program. The total loss caused by these insects is estimated by the U. S. Department of Agriculture at \$100,000,000 annually, and this loss is borne by stockmen, dairymen, feeders, packers, hide dealers, tanners and manufacturers of leather goods.

Funds have been allocated for grub research in the amount of \$75,000 annually and this will be increased to \$135,000 in the 1957 federal fiscal year.

Chairman Leland Jacobsmuhlen, Arrow Meat Co., Cornelius, Ore., pointed out that hide production has been tremendous in recent years because of the heavy cattle slaughter and that the hide supply has been greater than domestic tanners could use; the U. S. has changed from a net importer to a net exporter of hides and the country's favorable balance may reach 5,000,000 hides per year. The committee recommended that the Foreign Operations Administration be urged to insist that future allotments of money to foreign countries for purchase of hides be given with the understanding that hides would be bought in the United States.

**BEEF BONERS:** Various problems arising out of the relationship of the armed forces to their suppliers, the beef boners, were brought out at the committee meeting, directed by Paul Blackman of the Acme Meat Co., Los Angeles.

Bob Graf, assistant chief, animal products division, Food & Container Institute, explained quartermaster directives dealing with the substitution of Utility beef in the amount of  $\frac{3}{4}$  lb. of bone-in plate pulled out. He recognized that the changes restrict the industry and bring about a higher cost for the government. He stated that specific tests are being made to tie down the percentage limits of dry roasts and steaks, based on carcass yield. This will result in reconsideration of restrictions.

Graf said he would give serious consideration to a suggestion by Blackman to authorize the use of the entire Utility grade carcass in lieu of the round and chuck only, and would further consider bulls heavier than 850 lbs. The industry has urged that the heavier bull is actually more desirable and its weight does not necessarily indicate maturity.

Graf promised that a proposal to eliminate weight restrictions on C grade cattle in the 700- to 900-lb. range would be studied. Present weights on heifers were approved by the group.

Although the Food and Container Institute representative said it would be difficult to carry on research on new products on the West Coast, he promised that western firms would be thoroughly circularized on specification actions. He reported that procurement of three-way boneless veal should go into effect soon after publication

of the specification in March. The entire carcass will be utilized.

Paul Doss of the QM Market Center System was questioned about the possibility of employing four-way beef in lieu of dressed carcass for domestic use. Doss said any divergence from present policy must originate at a higher level than Chicago QMMC. The Air Force has requested the use of six-way fabricated beef for all installations in the Zone of Interior and overseas. The

*DISCUSSIONS pointed toward improving the conditions under which boners and the Armed Forces cooperate in filling the meat needs of the latter were directed by Paul Blackman, Acme Meat Co., Los Angeles.*



specification will be in final form for Air Force approval by the fall of 1955. The committee expressed its enthusiasm over this development.

Doss said procurement of boneless beef would remain in the same proportion as purchased last year. The West Coast can expect 5-6½ million lbs. per month, with a 60-day inventory maintained at all times.

Blackman stated that the 5c differential in price arbitrarily made by the military between B and C grade contracts was inconsistent with good commercial practice and unfair to the boners. At the time this spread was established it was fair and equitable with cattle being sold for 55c. It was suggested that a 5-6 per cent deduction be instituted on a sliding scale in lieu of the above. Doss felt that the suggestion was constructive and said that he would evaluate it thoroughly.

**MARKETING AGENCIES:** A statement of the responsibility of marketing agencies to their patrons was made by Charles Jennings, area supervisor for the USDA Packers and Stockyards Division, who noted that there had been no increase in enforcement problems during the past year.

Don K. Spauling, secretary of the National Livestock Exchange, described the program being followed at St. Joseph to attract outstanding young men into the livestock marketing field. Whenever possible an attempt is made to secure the services of college men with farm or livestock backgrounds, and they are given a salary comparable with those being paid by competing industries.

C. J. Renard, Kennett-Murray Co., Indianapolis, suggested that marketing problems be resolved through the medium of monthly round table discussions attended by marketing agencies, packers, stockyard owners and order buyers. This method is being used successfully at the Indianapolis market at the present time.

On motion made by Don Kenny, a resolution was unanimously adopted to the effect that the Western States Meat Packers Association commend Millard J. Cook, retiring chief of the Packers and Stockyards Branch, U.S.

Department of Agriculture, for his long years of faithful and impartial service to the livestock industry.

**TALLOW AND GREASES:** Jack Allan, James Allan & Sons, San Francisco, presided over the meeting and Jack Algeo, Sinton & Brown Co., Betteravia, Cal., and Dr. G. W. Newell, Stanford Research Institute, reviewed various aspects of current tallow and grease research. Algeo, a nutritionist, reported on the results of feeding tests using different levels of fat in a normal ration. These tests showed that with a certain amount of fat added to the ration, feed efficiencies are increased.

Dr. Gordon Newell, Stanford Research Institute, spoke on the year's research in fats, on fats in feed, and in the field. He emphasized that just a few studies and tests will not do the job, but it will take a substantial amount of money to put the ideas that are being developed into practice. Both Dr. Newell and Algeo agreed that one of the best outlets at present, and one which shows a lot



*ANTON RIEDER of the Coast Packing Co., Los Angeles, treasurer of WSMMPA, who told the members that the association added a sizeable amount to its surplus in 1954, with Jack Allan, James Allan & Sons, who reported on the tallow committee meeting.*

of promise, is the idea of getting the feeders to use additional fats in their feed. Both speakers agreed that once a feeder had used feed with added fat he would demand it because of the good results.

Blaine Liljenquist, Washington representative of the Western States Meat Packers Association, reported on the research being conducted by the federal government on fats and oils. He stated that \$650,000 was appropriated last year by the government for research on fats and oils and of this amount 50 per cent was allocated for research on tallow.

A discussion was held on the committee's attitude toward the adequacy of the government research program. While there was some feeling of complacency over the improved position of the tallow market, it was also pointed out that a surplus situation still exists and that detergents are still taking over the soap market. Present stability, it was pointed out, is partly the result of good export outlets.

The group recommended that the association urge the government to increase the funds being spent for fats and oils research.

#### **BUYING LIVESTOCK SUBJECT TO INSPEC-**

**TION:** After hearing a report by E. F. Forbes, WSMMPA president, on the introduction of bills in the California legislature to require compensation for condemned cattle and calves, the committee agreed that:

1. The directors and management of the association should be permitted to decide on the strategy best suited to secure passage of this legislation.

2. All regular members of the association should have imprinted on all drafts and checks the statement that payments cover the purchase of livestock subject to inspection.

3. Management of WSMMPA should secure from the association's legal counsel proper wording for this statement, which should be so formulated that the buyer would be protected in the event the livestock purchased is later condemned by the Meat Inspection Service. Regular members should be advised of the counsel's recommendation as to language.

**LABOR:** The committee, with E. F. Forbes presiding, agreed that the association should continue to maintain a library containing all the contracts of member companies, and should continue membership in Federated Employers, an organization which analyzes contracts and gathers material useful to members or their representatives in carrying on labor negotiations.

"After the first year's experience," Forbes reported, "we are going to revise our setup to make it a little more easy to determine at a glance just what the rates or fringe benefits or other factors are that are contained in our contracts. We think that with this revision we will be able to give you over the phone or in our office in a few minutes the information on any item that you want to know about.

"For the first time our industry has as good or better information concerning labor conditions in the nine western states than have the unions themselves.

"This fall we had demands in some of our areas for pensions. We know that when all of our master agreements on the Pacific Coast come up this year and in 1956, that the unions are going to demand pension plans for the employees. Therefore, the association spent about a thousand dollars, employing leading actuaries and insurance brokers, to develop information we feel every member employing union labor should have.

"In this report we took the Allan and Moffat plants in San Francisco, totaling about 400 employees, for our study. The report gives you all of the necessary information about setting up a pension plan, either on a voluntary basis or in connection with the union, and keeps you as well informed as the union people. As you know, one union has issued a pamphlet of instructions on pensions to all of its business agents. Now, we are doing the same thing for our membership and using two of our representative plants so that you can weigh two different bases of payment of pensions, either on a flat basis of so much a month to everyone or in relation to earnings and years of service.

"Even if the union forces the pension plan for the teamsters and the union employees in your plants, you will still be faced with the need for plans for your non-union employees, in the same manner in which you were confronted with a similar problem in the case of health and welfare group insurance."



NATE MORANTZ, WSMFA chairman  
and president, State Packing Co.

# 'We Must Become Better Merchants'

I HAVE been asked to talk on a subject which I am sure has a great deal of interest for all of us, "A Profitless Prosperity." Certainly the two words do not go hand in hand. It is difficult to associate the term "profitless" with "prosperity." The title is somewhat ridiculous and ambiguous. Perhaps the title should have been called "The Plight of the Bewildered Meat Packer."

We find our industry unique in that in terms of dollar sales our industry ranks high amongst the giants of all industries. Unfortunately we don't find ourselves in the position to classify our profit margins along the lines of other giants of industry.

The truth is that many packers and wholesalers simply will not face the fact that a new day has dawned in selling meat to the public. The consumer has just so much money to spend; she has become highly selective in her purchases. If our industry is to keep pace with the growth of national economy we must become better merchants.

I would like to sketch briefly for you the history of the independent meat packing industry through the period shortly prior to World War II and bring us up to our present date. We find prior to World War II the number of federally inspected plants throughout the country was relatively small. The small independent packer was limited either to local inspection or state inspection and, as a result, he was not permitted to engage in interstate commerce. The market for his products was confined predominantly to the close area within range of his plant or within the area confined by his state. With our entry into World War II, and the need to fill the requirements of the armed forces for meat and meat products, we found federal inspection granted to all packers who made application and who were qualified, either on a temporary basis or, subsequently, those who made the proper adjustments in their plants to conform with the requirements of the department. With a ready market for our production, because of heavy military requirements, we found that all we had to do was slaughter. There was

no need for merchandising; we had a ready outlet.

Even with the end of hostilities the Army maintained large forces throughout the world and its needs continued. We found many plants expanding their facilities to meet this heavy demand. The armed forces were finally reduced and the need for heavy military purchases subsided. Then the industry found itself with an expanded capacity to produce a vast amount of meat.

While all this transition was taking place, competition started to develop in the meat industry, not alone in the local areas in which the various plants were located, but competition from other states developed rather heavily.

During the last 15 years we have seen higher labor costs make their inroads. We realize the direct costs paid out in the form of wages. I wonder whether we can properly evaluate them. The indirect costs determine the fringe items which constitute the large part of our direct overhead in terms of wage costs.

Coupled with this we have local taxes, state taxes and federal taxes, all taking a heavier bite of our profits. With our growth, and we have grown, we find that the flexibility that was part of the strength of the independent packer has been somewhat lost.

Our overhead has remained high and is constantly increasing. Demands of labor have tended to curtail a great deal of the ability of management to adjust operations so that they are properly in balance with ability to produce.

In this year of 1955 we are told that we will have an ample supply of livestock. I believe statistics show that we have more cattle throughout the country today than we had even last year. There will be approximately the same amount of lamb available for consumption. However, there will be a considerably greater amount of pork.

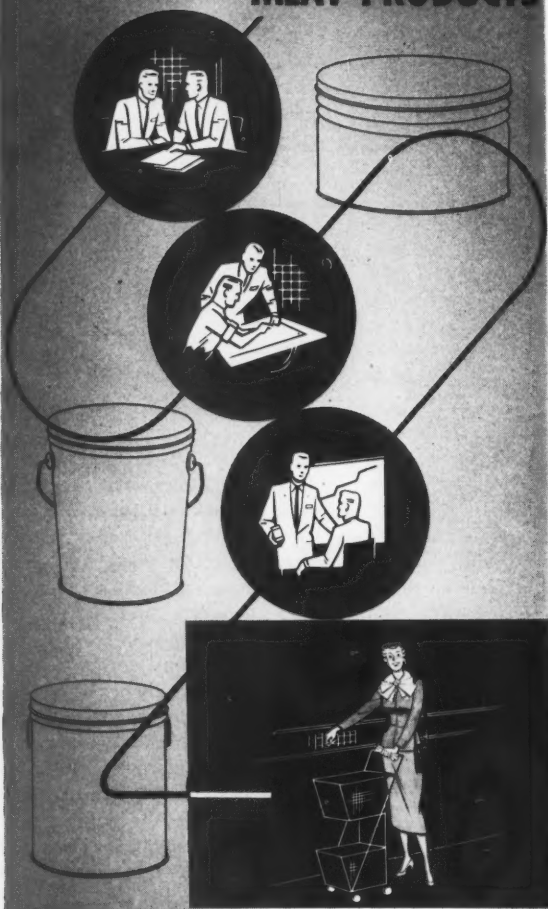
The result is that the aggregate amounts of meat to be processed and stored in 1955 will be equal to, if not a little bit greater, than the amount processed in 1954.

We, in the West have the unique problem. Beef is our



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principal item. It is going to take a lot of promotional work on the part of our industry to get the consumer to eat 79 lbs. or more of beef per capita in the face of stepped up competition from increased supplies of pork.

Notwithstanding the fact that in 1954 a tremendous amount of fresh meat was slaughtered and processed, poultry showed a tremendous gain. So did the consuming public.

We are told that our national economy today is the soundest it has been for more than three-quarters of a century. This year our national production will rise to the highest total of our history. Purchasing power is at an all-time high. Thus, with purchasing power high, the stage is set for our industry to produce an essential food item under favorable conditions.

By careful management, and by not over-producing in our respective plants at times when the consumer demands for fresh meat is down, our industry has within its own power the opportunity to merchandise the product it produces on a profitable basis.

If it does not do that, but continues to make little or no profit, then it will not have the funds necessary to maintain its present buildings and equipment, or to add facilities necessitated by increased demands.

Summing up we find these facts: we will have an ample supply of livestock; steady demand; high national income; high national purchasing power capable of sustaining the present prices of livestock and increasing the prices of our finished product.

With all these factors our industry should be able to maintain itself and earn a proper return on its investment. However, there are several things that management must do. Management, in my opinion, is the segment that needs the education.

We must develop within our respective plants closer relationships between our livestock buyers and the people employed in selling our finished product to the consuming public so that there will be a better understanding of each other's problems.

We must learn and understand the seasonal fluctuations, and changes in the demand for particular meats during the seasons of the year.

We must learn that fed beef is not an item which is produced for inventory. It is not stored like pork. Rather, it is a commodity which is produced for immediate consumer consumption. We are not in a position where we can depend on increased values of inventory to bail us out of losses. We must learn the values of our by-products as we have known them in the past years.

High prices for by-products are gone. We question whether they will ever return to the levels that existed in the past. We must get out of the by-product business and get into the meat business. We must learn to merchandise our product.

Each plant should properly determine how much it can produce and market efficiently without glutting the markets at a time when consumer demand for our products is low. By attempting to maintain high production in the face of lower consumer demand, we often cause heavy losses in the sales of fresh meat.

Citing a specific example, we know that the Christmas and Thanksgiving holidays are periods of poultry use. The poultry people come into their own. Yet the industry, knowing that the demand for fresh meats will be



curtailed during these periods, attempts to maintain slaughter far in excess of demand. All we succeed in doing is to depress the market for our commodity and sustain losses.

I believe that an individual study of the various plants will reveal that the number of units produced is not always related to the lowest operating costs, particularly when carcass meat reflects an actual loss over and above the cost of slaughtering.

Attempts to maintain high production in our plants at times when consumer demand is low, has a tendency to create an artificial price structure in the live markets that has no direct relationship to consumer demand. We actually injure our good friends in the livestock business because, when we attempt to maintain a high artificial price structure for livestock, that has no relationship to the consumer value of meat, we place them in a position where the feeders have to buy their replacement cattle too high. The price of feeder cattle usually follows the general price structures.

Thus we find feeders, or packers who may be feeders, buying replacement cattle at prices that can only bring them injury at a later date.

It is not my intention to try to tell you how to make a profit. I wish someone would tell me how. Moreover, I am fully convinced that as a group we cannot find the solution. However, as individuals, by strengthening up the management within our respective plants so we better understand our own business, we may find that we can resolve our problems a little bit better.

In the manufacture of sausage or manufactured items, it may be possible to predetermine the actual costs of the ingredients used in the product. This is a difficult thing to do with fresh meat because in slaughtering livestock we find ourselves taking the finished product, which is the live animal, and converting it back to a raw state.

We have no way of determining with any degree of accuracy prior to slaughter, what our beef will cost after slaughter. We have too many variable factors, such as yields, which have a tendency to create a price structure of their own.

Keeping this in mind, we know that we are predominantly an industry of guessers. Historically we have guessed right more times than wrong. However, in the past, management had a great deal more flexibility in exercising its own judgment.

I firmly believe the time has come when we must make a sincere attempt to eliminate as much guesswork as we possibly can.

At this time I would like to touch on our association and how it will best serve us. I have been fortunate in having been a member of this association since its inception. I have watched it grow from a handful to a vast, powerful militant organization that has attained recognition at local and national levels.

Our association is the front line of defense for our packers. It keeps our industry informed on pending legislation, on the local governments, the nation's capital, the Congress, various governmental departments, and municipalities or areas in which we operate. Some of the things our association has accomplished for us are: We participated in securing additional funds for government inspection and we played an active part in seeing that there was a re-enactment of the "Buy America" clause in the Army

appropriation bill. We were successful in obtaining a ruling from the Attorney General to the effect that municipalities do not have a right to require license fees and permits for packer trucks entering cities to deliver meat.

Our association was active in helping to organize the livestock and meat marketing conference held at Davis in August, which, for the first time, brought all segments of the livestock and meat industry together for a discussion of their common problems. Our association saw that the marketing service was extended to 74 companies.

One of the innumerable services performed was the establishment of a labor library and information service for the use of our members.

In terms of actual dollars and cents our association has returned to its members approximately 66 $\frac{2}{3}$  per cent of the cost of operating WSMFA. That is quite a return on their investment and is accomplished through the purchase of petroleum products.

Our association has taken active part in the beef promotional campaign.

At the present time our association is actively engaged, together with livestock interests, in conducting cattle feeding experiments at Davis. There we are comparing qualities of beef fed on a corn ration with those on a barley ration. We are out to establish western fed beef and we are out to prepare our arguments.

Our association has given a direct return to its membership by its active intervention in numerous freight rate cases. I think our record is excellent. Many of these freight cases, if we had not been so protected, would have resulted in a great deal of damage and cost to our industry.

Lastly, the present state of international affairs is serious. We are faced with the possibility of World War III overnight. The President in his defense bill has asked for and received standby controls. We are all hopeful that they will remain standby. However, in the event we are confronted with an outbreak of hostilities in some part of the world in which our country is involved, there will be the definite need for a strong organization to represent the western packers in seeing that any government controls which may be set up will give us a fair break. I think our association is greatly responsible for seeing that the western packers got a fair break from the OPS.

I wish to repeat a statement that I may have made in Los Angeles at one of our regional meetings. It is my firm belief that our association is the soundest investment that we can have. When we take out an insurance policy on an automobile we pay a premium for protection in the event that we sustain a loss. Here we have an organization, but what we pay in dues is not a premium alone. It is actually a capital investment. We have been getting dividend returns. I happen to know that our association played a very important part in opposing legislation which would have imposed on the meat packing industry the entire burden of the cost of federal inspection.

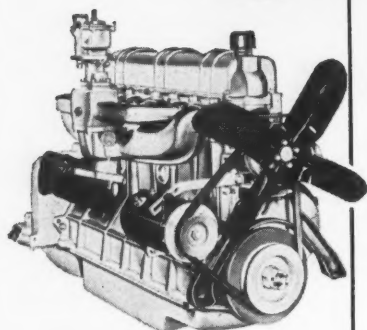
The cost of your membership dues is insignificant in terms of the returns that you have received from this one particular item.

I want to leave you with this thought: We, as management, still have it in our power to do the job which is necessary to see that our industry remains in a healthy position.

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NORMAN BRAMMALL, president,  
Food Management, Inc., Cincinnati.

## How to Attain Cost Control

**T**HIS MEETING completes a cycle which began a year ago at one of the gatherings held in Chicago by the National Independent Meat Packers Association. This meeting was the first at which our organization presented packinghouse data which we have compiled in the last six years from various clients within the industry. The industry and the people connected with the industry have been distressed for a considerable time with the low profit factor with which we have been faced. For this reason we started a compilation of information from various packinghouses to find out, if possible, just exactly what had to be done to make a maximum amount of profit.

This has not been an easy job. There is so much information that must be gathered together from so many different types of packinghouses and, unfortunately, we are a bit like the blind leading the blind.

Packers have gone to great lengths in the past few years to increase the efficiency of their operations, both from the standpoint of productivity and from the standpoint of new equipment, layout and plants. And at the same time they have done nothing constructive about their overall profit picture.

The general consensus of opinion, in talking to packers all over the country, is that they themselves are not responsible for the low profit that the industry earns. They believe they are dictated to by their competition and, inasmuch as that competition sets the prices both for livestock and for sales, there is nothing they can do about it—they must follow just as the dairy herd follows the lead cow coming home from the fields at night. I don't believe this to be true and, very frankly, gentlemen, in the past 18 months a number of independent packers all over the country have proved that it is fallacious.

To use an analogy, I believe that we are a little bit like the boys in school who cheat. The first boy in the row answers the questions, the fellow behind him copies from him, and the next fellow from him, and so on down the whole length of the row. If the fellow at the head of the

row happens to be a pretty smart individual, everybody in that row gets a good grade. However, if that fellow is dumb, everybody in that row gets a failing mark.

We, as packers, are too prone to say that if our competition can sell a product at a certain price, there is no reason in the world why we can't sell that product at the same price. Believe me, in many instances competition knows no more about the cost of the product and at what price it should be sold than the fellow who is following that competition.

In any industry, whether it be the packing business or the manufacture of automobiles, there is one thing that is an absolute necessity and that is an accurate knowledge of your costs. In an industry where in 1953 the overall profit picture was less than 8/10 of 1 per cent and where in 1954 it looks like the overall picture will be less than 6/10 of 1 per cent, surely it is more necessary than in the industries with 4 or 5 per cent profit that we know our costs and know them accurately. This can be done.

Too often in the packing business we have been too quick to say that it is impossible for us to get accurate costs. To be very honest with you, up until the last three or four years I felt the same way. I felt that the cost of trying to get accurate information would be too great for the results that could be obtained. The last three or four years have proved me 100 per cent wrong on this and until we change this fallacious thinking as far as the industry is concerned, we are not going to be able to come up with a decent profit picture.

To be sure, there is nothing that can be done by the industry when hogs cut out at a loss on an industry-wide basis—when the livestock markets, either on hogs, cattle or sheep are so bad that it is impossible to sell product at the current market and make a profit, but there are a number of things that can be done internally within a packinghouse and externally from a sales standpoint that can at least keep this loss to an absolute minimum. These procedures can, in many cases, turn it back to at least a break-even point and it is these steps we must take



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before we as an industry can grow and continue to flourish.

Another sad commentary on the packing business is the fact that during the past ten or 11 years since the war packinghouses have become persona non grata as far as investment trusts are concerned. This is particularly true of the large investment trusts on the East Coast. At one time there were one or two packers listed as being good risks from an investment standpoint. Today there is one packer that is listed as an alternate in these investments, but not as a regular part of their structure. In addition, packers going to the bank for money know that the average banker in the United States today is not very anxious to loan money to a packinghouse because of the low profit margin.

The advent of new equipment has raised another problem as far as the industry is concerned. Even with the allowance for depreciation the amount of operating capital is so low in most packinghouses that it is impossible to keep the average plant at the level it should be maintained from a machine and equipment standpoint. The result is that many plants all over the country are becoming marginal operators. The plants are run down, the equipment is outmoded and there does not seem to be the possibility of getting more money into the corporate structure to enable the managers to do the job that must be done.

I am here today to tell you some of the facts that we have found out in this six-year study of the industry. I am also going to make a statement that many of you are not going to believe, but it has been proved and I am sure it can be proved in the case of the western packers.

First of all, let's get to the statement: It is my feeling, and that feeling incidentally is shared by one of the large packers in a recent article that was sent out to a number of American Meat Institute members; it is my feeling that the packing industry should not operate on the 1 per cent profit that is so-called normal but should operate on a minimum of 3 per cent net before taxes which would leave at least 1½ per cent after taxes. And actually, in the case of many independent packers, this net can be 4 per cent before taxes. It is my endeavor this morning to point out to you some of the things that can be done in order to bring this profit factor about. These things are of vital importance and it is my belief that the more packers that recognize the necessity of a cost control system—and I use the word "control" because basically it is that and not an accounting procedure—the better off the industry as a whole is going to be.

It is my belief that our problem can be solved when packers know their costs because if they realize what they are making or losing money on, they will do something.

I feel that packers can accomplish as much—and more—by discussing and talking about costs than they ever can by discussing and talking about prices. And the attitude in the industry during the last 18 months has changed appreciably. People that previously would not discuss their overall situation in a group are now discussing. Perhaps confession is good for the soul. But, nevertheless, with everybody working on an accurate cost system they get to thinking alike and without any collusion on anybody's part it seems that the situation will head in the right direction.

I wonder if we realize just exactly what 6/10 and 8/10





"HOW-YA, JOE" . . . "I spell my name with an 'e,' lady," and "Gimme a couple of dinner dance tickets," is registration area chatter.

per cent per dollar sales mean. The average selling price in most areas we checked in 1954 rarely exceeded 40c a pound. The overall prices seem to be down from 1953, and understand that this 40c a pound average that we use includes the offal prices. Actually this means that the profit on meat products on a per pound basis was less than  $\frac{1}{3}$  of a cent. Such a margin is surely not enough to take care of a situation when hogs cease to cut out at a profit and cattle no longer break even.

The year 1953 was better than 1952. Why? Only because our cattle situation in 1953 was appreciably better. According to our figures last year hogs cut out at a profit only 11 weeks out of 52. The rest of the time hogs were cutting at a loss with the knowledge of the packers in many instances. As a matter of fact, last year was a little bit worse than the year before also because of the fact that beef in the last several months of the year was not good, particularly on Choice and Good—but so long as Cannery and Cutters and Utilities, and low Commercials were available in this period there was still a good chance for the beef packer to make a dollar. But the market on beef was not as good as in 1953. We, as an industry, have come to believe and accept the fact that we cannot make a profit 12 months out of 12 but must suffer a feast or a famine based on the time of the year and the general situation in livestock.

I don't believe that any cost system will change this overall marketing picture, but as you all know, during the past few years there have been fewer peaks and valleys in our livestock picture. Look at this year's example. Here is February, and when I left the Midwest on Tuesday, hogs in the local markets in Louisville and Indianapolis were selling for \$16.75. Those people that are willing to guess what the market will be in the so-called off months of June and July are talking of a top of \$21 hogs.

It is no longer possible for a packer to put away prod-

uct at a certain time of the year on a speculation basis and know that three or four or even six months from that date, that he can take that merchandise out of the freezer and sell it at a profit. It has reached the point, I and many of the economists in the industry agree, where speculation on a pork operation has become a losing proposition.

Beef, either fortunately or unfortunately, depending upon how you look at it, is still a trader's proposition. The best beef people are the people that can buy the type of cattle that their customers require and know exactly when they buy those animals what they have to sell the product for to make a profit. Probably beef is the most easily controlled of our packinghouse products, but even on beef we are too prone to accept a market situation and go along, regardless of our profit or loss.

Controls are not a panacea which are going to cure all of your ills, but they are a means toward that cure and I think they can open the doorway to a better profit realization.

We must get away from a number of things within the industry which are causing us to think fatalistically about our profit picture. We must get away from being a one-man industry and having one-man operations where prices are being set and costs checked by one individual who, through experience in management, carries yields and material cost figures in his head rather than on a definite record basis.

How many packers in this room, before their profit and loss statement is ready at the end of a given period of time, have a feeling of what they made or lost during that fiscal period? Many of them I am sure. I know that when I operated a plant in Cincinnati a number of years ago I had that feeling. I knew, based on the market for that particular month, whether or not I would operate at a profit, but I did not know exactly what was making or losing me money and I did not know exactly





**NORMAN MAFFITT, center, assistant to E. F. Forbes, checks registration figures with other members of the WSMPA staff.**

what I had to do in order to make a profit and I think that is the first step that must be taken by the packers if they are to get a better profit picture.

You will be interested to know that the Eastern Meat Packers Association, composed of members from the East Coast only, has gone into this matter on an association basis. Of the 31 packers in the association they have about a 90 per cent participation in a cost control program, simply on the basis of getting their thinking together in the establishment of costs. Many of the independent packers in the South and the associations in the South and the Midwest are going into this on a group basis.

The biggest single item of cost in the packing business is material cost and it is this factor which most people feel cannot be controlled. I say it can be controlled.

Before we can get into an accurate discussion of control let me outline the types of packing businesses, because only from knowing into which category we fall are we able to know exactly what kind of costs we should have in order to make the maximum profit.

Actually on the West Coast you are more specialized than they are in the Midwest and the South and the East. You have more one-phase packinghouses, such as beef packers and processors, whereas in the East we have many integrated packinghouses.

A house that deals in one product or one type of product, when it does recognize its costs has a much better chance for a profit margin than the integrated packer, if he tailor-makes his operation to his gross margin.

We have broken the packinghouse into five classifications:

1. **FULL LINE PACKER:** a) Slaughters beef and pork; b) Manufactures sausage; c) Manufactures smoked meats; d) Carries on rendering operations, and e) Does canning (optional).

2. **PORK PACKER:** a) Slaughters pork; b) Manufactures pork; c) Manufactures smoked meats; d) Renders, and e) Cans meats (optional).

3. **BEEF PACKER:** a) Slaughters beef, and b) Fabricates beef.

4. **PROCESSOR:** a) Manufactures sausage; b)

Manufactures smoked meats, and c) Cuts hogs (optional).

5. **MISCELLANEOUS HOUSES:** This group includes fabrication of beef, processing smoked meats and sausage and other types not mentioned above.

We are mostly interested in running an analysis of the first four types of packers. Actually, the fifth type of packer is hard to discuss because it is pretty much an individual proposition and must be analyzed individually.

Why do we talk about a material cost group? Because, in every instance, the material cost is the biggest and the most important factor within the meat business. It is the highest cost factor within the meat business. Here is what we have found. The full line packer, depending upon his inspection, had a material cost last year of 78 to 86 per cent. Understand, these costs given are based upon break-even only, and they are not based to any extent upon profit. The fully integrated pork packer had a material cost anywhere from 80 to 86 per cent. The beef packer, at a break-even, had a material cost from 90 to 92 per cent. Actually last year he should have run 88 per cent.

In the case of the fourth category which is processing, I think you can see that this group fails to slot completely into a single factor. In the house producing sausage the material cost runs from 55 to 67 per cent and in a smoked meat operation from 70 per cent to 80 per cent.

It seems very obvious that if you are to make money in the packing business you must, first of all, have some money left after you have paid for the raw material, which is the livestock, and the other products bought that must go into the finished product. By actual definition this material cost includes casings, spices, cures and salt as well as livestock and raw product, but wrappers, boxes, labels, cartons are separate under supplies.

We have tried in all cases to sift out the supplies so that they would not be confused with the material costs. Don't forget supply costs—they are increasingly important in this day of prepackaging.

Let us take the first packer in this group. The same things that apply to him also apply to the second type: for the next few minutes let's talk about these packing-houses—the integrated house and the pork packer—and their material costs. We said that we found the break-even figures from 78 to 86 per cent. What should the



**BUSINESS was brisk at WSMPA desk as packers lined up to purchase tickets to the annual dinner dance and floor show.**

material cost figures be? Well, there's no reason why, under proper conditions, these costs cannot consistently be at 78 per cent in a federally inspected house and less in a non-inspected house, or anyway from 2 to 6 per cent below what they are now running. The question that comes up is, how can we possibly achieve this?

Let's list the factors influencing material costs:

1. Buying (too high)
2. Selling (too low)
3. Yields
4. Product Mix
5. Leakage

For analysis purposes this summary is over-simplified. Dr. Kettering, the engineering genius who was responsible for many innovations at General Motors, has always stated that once you are able accurately to define and know your problem you have 90 per cent of the solution. That's what we are going to try to do here this afternoon and the above list is the first step.

Why do we have a material cost that is higher than it should be? Let us look at each of the factors and discuss them for a few moments.

1. **BUYING:** If we buy too high, we force up the cost of our raw material. I know what's going through your minds. You claim you do not control the market in your buying; you buy from market lists and try where possible to beat the market. I will grant you that. Under normal conditions the industry does a pretty good job of buying, but it still must be recognized as a problem. Too many of us do not know whether we get what we pay for. Can most of you in the room honestly say that when you pay for a carload of hams you are positive that they live up to the specifications at which you bought them? I wonder how many of you know what those specifications should be. I wonder how many of you know what Board of Trade trim actually is. Oh, we know if the shank is too long or if it is improperly trimmed or too much fat left on, but I do not believe that there are many of us who really have drawn up specifications that we require. Frankly, if we did, under certain conditions of the market we would not be able to buy product. Probably the least can be done about this factor than any other factors in our list. All I am trying to say here is that we must be sure that we have gone as far as we can in getting our dollar out of our purchases, whether in the form of livestock or provisions. We can do a better job on many items, and this is true in purchasing livestock as well as provisions.

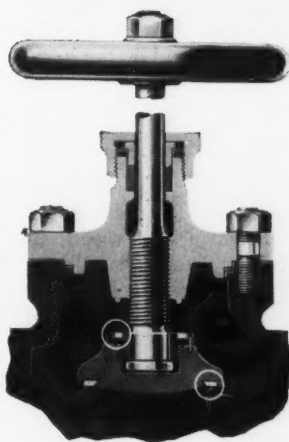
In the case of the beef slaughter it is my belief that for good buying control you work backwards. In other words, you must determine first of all what you can sell the product for, taking into consideration the value of your drop. You must then work back from this value, add your labor costs, your overhead and selling and delivery figures and, taking into consideration your yield and grade out, determine exactly what you can pay for the animal at the purchase level. It is foolish to buy cattle, as well as hogs, with the full knowledge that you are going to lose money on them the minute you buy them. If losing cattle must be purchased for a certain customer, those purchases must be kept to a minimum.

2. **SELLING:** The second item on the list is "selling" and I have in parentheses after this, "too low." The particular subject is a sore spot with the speaker. I some-

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HEADQUARTERS FOR MECHANICAL COOLING SINCE 1885

times wonder why we bother to make out price lists. Heaven knows that very few of us abide by them. Yet, if I were to talk to each of you in this room individually, you would tell me that that is not the case with your organization. It's your competition that causes the difficulty. Remember what I said at the beginning of this discussion. Last year we made an average in the industry of less than  $\frac{1}{3}$  of 1c per pound. If, from a sales realization standpoint, we are able to get  $\frac{1}{4}$  of 1c more for our product, we would realize better than  $\frac{5}{10}$  of 1 per cent extra profit.

You will notice that I use the term "sales realization." The difficulty today is that we do not know our sales realizations. Let me define that term for you. Sales realization is exactly—to the tenth of 1c—how much you get for each item that you sell. How do we arrive at this? By analysis of the invoices and by taking each invoice and each product on the invoice and getting the total pounds sold and the total dollars and cents received for each individual item or product. If we divide the total that we have received by the pounds sold, that is our sales realization. If you had any computations of this kind made in your office, you would be amazed. We have found in the industry, believe this or not, that the difference between the sales realization and the price list is, in many cases, greater than 10c per pound. It is a common occurrence to have the difference better than 2c or 3c per pound. You cannot expect to earn a profit if you are that far below your price list and do not know your costs. From a packer's standpoint getting these figures is a big job, but how in heaven's name can you tell how much you are making on each product unless you know what you are selling it for.

I have seen not one but 30 or 40 instances where people have a list price of 40c per pound on wieners and are getting sales realizations of only 36c; then they wonder why they are losing money. How does it come about? It comes about by price shaving. One price list for regular stores; a price list for chains; a price list for jobbers and distributors, and a price list for institutions. We have many prices and with all of these prices we do not know what we are getting as actual sales realizations. Even the packers that tell me, "We sell off the price list," actually shave. They normally shave for the large buyers and such a reduction affects all the prices.

We can't, as an industry, ignore the chain store and supermarket business. It is with us. I don't know what the ratio is on the West Coast, but I know that in the East it is running as high as 70 per cent of the total tonnage of meat sold.

How can you as an independent packer afford to ignore that volume of business? It varies with the area, with the metropolitan areas being greater than the suburban, but even they are getting shopping centers and more and more chain stores and supermarket sales. Not only that, but there is something else coming into being: cooperative buying on the part of independent markets such as the IGA stores. In the Midwest and East they are big factors. In Topeka, Kan., the IGA chain controls over 300 stores. That is a lot of stores in a small area. They are buying exactly the same way that the supermarkets are buying. Do you know what the situation is? It is a special price plus 5 per cent back to the buying agency. And where do you get 5 per cent profit to give back?

I don't think this can be stopped because actually your costs are different for different types of buyers and the circumstances do justify different prices. However, you should, at the least, know what you are getting for the product against the actual costs. Right now too many packers do not know.

I have had sales managers walk out of meetings when we have made a statement like this, but these statements have been proved to them. After proof they see the validity of them and they can and do get more for the product. The answer is also in knowing exact product costs. I want to go into the product costs later rather than right now because this discussion has been concerned only with material costs, and the reasons for them, and I think the discussion of product costs will be better understood when we discuss yields.

3. YIELDS: Now let's get to yields. This is one item we all feel we do a good job with. There are very few packers that admit getting less than the proper yield from the offal on their kill, or that admit to getting less than the proper yield out of their smoked meats.

First of all let's understand that 1 per cent extra yield produces 1 per cent lower material cost. Or looking at it another way, it produces 1 per cent more profit. You have to get proper yields out of the products or you will not be able to hold material costs at the proper level. In most houses, either federally or state inspected, we are limited on yields and I am not talking this afternoon about chiseling above the normal allowed. I want that understood at the start. I am talking about getting the yields which are allowed us under normal inspection. How do we handle yields at the present time? We run tests. Everybody from the foreman down to the last employe in the department knows we are running a test, whether it be on hog cut out, smoked meats or on sausage. We take the results from these tests and from them we project our material costs.

We theorize that if we get 100 per cent yield on a particular batch of smoked hams when we run the tests that every batch of smoked hams coming through yields 100 per cent, but we can't prove this. We have always stayed away from running continuous product tests. Why? They are too costly. They require clerks. They require records and reports. For the last five years we have held to the theory that you can conduct complete product tests without hiring any people in the plant whatsoever if you are a small or medium packer. We even have plants that you would consider large independent packers who run complete product yields and who have no clerks in the plants. You do need at least a test clerk in the office. However, the chances are that you have somebody in the office doing that work already.

Now what do I mean by complete production yields? I mean just exactly that. Every pound of merchandise, whether it is beef, pork or sausage material becomes a test the minute it hits the plant or the minute it hits the department. The procedure becomes routine so that, if necessary, we know the actual yields that are being produced daily on everything. Normally they are not run daily, but weekly; however, they are accurate and they tie into the profit and loss statement at the end of the month.

If you can pick up 1 per cent on your yields, you have picked up 1 per cent on your profit. You can cut corners





**BUZZIN' LIKE BEES**, convention speakers, WSMMA officers and other guests socialize at president E. F. Forbes' cocktail party prior to the annual dinner dance.

on your other costs and save a sizeable amount of money, but there is nothing you can do in a packinghouse today that is easier, from a profit standpoint, than having accurate and complete yields. During the last 18 months a number of packers have picked up 1 per cent added profit by better knowledge of their yields, particularly where it is done on a dollars and cents basis as I will explain later.

4. **PRODUCT MIX:** This factor is vitally important to us and requires some definition before discussion. What is meant by product mix? It is the percentage of each product sold in relation to the overall sales on a tonnage basis. For example: if the total tonnage in the plant were 100,000 pounds per week, the product mix would be figured by taking the percentage that was sausage; the percentage that was smoked meats; the percentage that was fresh pork; the percentage that was beef, etc. This factor carries more weight than we ever anticipated from a packinghouse standpoint. It carries weight even down to the beef house because the beef cost is predicated upon the grade of cattle slaughtered. The per cent of material cost against Cannery and Cutters is different from that against Utility cattle which, in

turn, is different from Commercial which, in turn, is different from Good and Choice. It is vitally necessary that all packers, regardless of their type, know what their product mix is at a given period of time to earn a maximum amount of profit. This percentage will vary with the time of the year.

We have found that in complete line integrated houses where 51 per cent or more of the total tonnage is in processed items, namely sausage, smoked meats, canned meats, etc., and only 49 per cent or less in fresh pork, fresh beef, lard and inedible, the margin of profit is many times more than the 6/10 of 1 per cent made by the industry last year. How drastically does this affect the percentage? In one plant we analyzed recently, in which they had sales of more than \$5,000,000 per year, the ratio in 1950 showed 51 per cent processed goods and 49 per cent meat with a profit of \$100,000 plus. In 1952 this same organization's sales dropped to 47 per cent processed meats and 53 per cent fresh meat—a reduction of 4 per cent and the company showed a \$25,000 loss. This does not necessarily mean that the loss was solely attributable to product mix for surely market conditions did enter into the picture; however, in the interim period of 1951 this percentage was changing and the profits were going down.

Among our clients we have found that those who are the heaviest processors, or are specialists either in beef or pork, are the biggest money makers. It is obvious that every packer in this room cannot go out and change his sales pattern over to sell more processed items and it has also been obvious to all of us for some time that sausage is profitable when other things are showing a loss. However, as independent packers we are better able to control our ratio than others in the industry.

What are the percentages that the packinghouse should run to have a good result? For a full line packer 26 per cent of his business should be in sausage; 25 per cent in smoked meats; 20 per cent in fresh pork and lard, and 29 per cent in beef. There are some things contributed by product mix that are not too evident but should be pointed out.

One of the reasons for the high percentage of lard run by many packers lies in the fact that their sausage tonnage is low. Fat trimmings that would normally go into sausage go into lard. Sausage has a yield of 100 per cent to 120 per cent and sells for a price of 40c. Lard has a yield of approximately 75 per cent and sells for 15c or less. It only makes sense to utilize your product properly.

Let's go a step further and find out why product mix is so important. Let us look at the gross we get from each product. Under normal circumstances the material cost for beef is 88 to 90 per cent, a gross of 10 to 12 per cent. Under normal conditions the cost on fresh pork is from 87 to 90 per cent, a gross of 10 to 13 per cent. Under normal conditions the material cost of smoked meat is from 77 to 79 per cent, and the gross from 21 to 23 per cent. Sausage has a material cost of from 55 to 60 per cent, and a gross of 40 to 45 per cent. Lard has a material cost of 90 to 95 per cent, and a gross of 5 to 10 per cent. It takes a fully integrated packer between 16 and 20 per cent, depending upon his conditions, to operate his plant. You will not get this percentage if you sell too much beef, pork and lard for the obvious reason that the gross is not in the product.

It is my belief that you cannot overemphasize the



**PAUSE ALONG THE WAY**—Conventioners stop to chat and rest their feet for a few moments during exhibit hall tour.



**THE SESSION OVER**, these men discuss points raised in livestock meeting.

## SNAPPED AT RANDOM



**A GOOD LAUGH** was enjoyed at speakers' table by E. F. Forbes, Sen. Knowland and Tony Whan.



**THE LOBBY** buzzed with activity as folks milled about visiting each other and lined up at desk to register.

product mix. The trouble is that as most packers have grown like Topsy, it has been necessary to absorb a large amount of overhead with our killing operations, and this makes the problem more difficult.

**5. LEAKAGE:** This is a polite term for any kind of stealing or loss through other than legitimate means. Unfortunately this problem is with us at all times in the packing business. We cannot overlook it. The only thing we can do is be aware of it and keep it to an absolute minimum. Sometimes even this is difficult. I have no answer to this particular factor. Frankly, all I can do is point it out. There is one thing, however, that continuous records of flow through the plant will do for you. It will enable you at the end of any inventory period to check production and sales against inventory. It then becomes obvious if and where leaks are occurring.

I don't think there is a month that goes by that I don't get a call from somebody asking me what cooler shrinkage should be on hogs, cattle and smoked meats and sausage. Two or three months ago I sat in a court in Dayton, Ohio, while a packer tried to prove to his bonding company that somebody had stolen dressed hogs out of his plant to the tune of \$150,000 in two or three years. They caught this group actually taking out whole sides, in a garbage truck, and all the bonding company was willing to pay for was the amount found on the truck. We were asked to give standard shrink figures, which we did, and the firm's shrinks were exorbitant. So with these facts the packer went to court and claimed he should have been reimbursed \$150,000. Needless to say, the packer lost the case because the court would not take action on a hypothesis or theory.

If you will recall, I made the statement that a packer should make a minimum of 3 per cent before taxes and that some independent packers could make 4 per cent or better. How? What is the profit level at which a packinghouse should operate and how is it attained?

First of all the 1 per cent that is considered normal for the industry is sheer nonsense. If you would put together a 78 per cent material cost factor, which should be normal, with a 19 per cent operating factor, you would make 3 per cent net before taxes; and if you were to see the ultimate of a 78 per cent material cost factor with 16 per cent for other costs, you would have a 6 per cent profit. This is theorizing, but there are things to do.

You can have an integrated cost system and that means





product costs plus departmental costs. Now 80 per cent of the people in this room, if I were to ask for a show of hands, would immediately say that they do not only not have product costs, but they do not have accurate departmental costs.

In the analysis run by the Eastern Meat Packers Association, taking into consideration some 27 plants that are considered very progressive from an industry standpoint, we were amazed at some of the figures that showed up. People that have consistently earned a profit still did not have the necessary facts to tell themselves where or why the profit occurred. How in heaven's name can you make a profit if you don't know where you are supposed to make a profit and where you are operating at a loss?

I mentioned earlier that many packinghouses are a one-man operation. A good operator feels the profit and loss. He knows when hogs are not cutting out and when cattle are not breaking even. He knows when his processed merchandise is not earning a dollar. He does not accurately know what departments are making money; what products are losing money, because there is no method used to prorate other costs against the department and the product. It is the material cost about which he really feels.

We must handle our other costs properly. Is this a hard job? No. Does it require a lot of work? No. What does it require?

First of all let us analyze the problem by discussing the following cost factors:

1. Direct labor.
2. Supplies.
3. Plant overhead and expenses.
4. Administrative and general expenses.
5. Sales and delivery.

It is normal accounting procedure in many industries to utilize standard costs. We have been told they will not work in the packing business. What are standard costs? They are a method of applying back against each product or department the costs we have just listed based upon a certain definite number of factors.

In most cases standard labor is utilized to prorate the plant overhead and administration. Sales tonnage or sales dollars are used to prorate the sales and delivery cost.

How accurate is the system? Many times it is more accurate than the one you have at the present time. Supplies can be tied directly into each product. Direct labor must be set up by individual standards for products or you have no basis upon which to set standard costs, but labor itself can be measured and applied accurately against each product or department.

The three other factors—overhead, administrative and sales and delivery—are apportioned percentagewise. With that you have an accurate product cost against which to compare your sales realizations.

In the case of plant overhead, analysis is made of floor space, cubical content for refrigeration, amount of equipment, and also other factors which can be directly charged against each department and the figures are allocated either against a direct charge or by the standard labor hours to be worked in the department.

To us overhead reflects facility usage and standard hours are a measure of facility usage.

The same thing is true of administrative cost. Administrative costs can be directly apportioned in certain in-

stances and where they cannot be apportioned directly they are apportioned on a standard hour basis.

For sales we have used direct apportionment, based upon a commission program in certain instances, and dollar sales in others.

Delivery has come down to a tonnage basis.

Once you have allocated against each department the labor, supplies, overhead, administrative costs and the sales and delivery expense, it becomes a simple matter to break this down by product.

Inasmuch as we are running complete product tests at all times through the plant, and we know our material costs, it then merely becomes a matter of adding at each point in the department the labor that is involved and the overhead and administrative costs. In this manner when the product is completed up to the shipping room it has a dock cost.

From that point on the product holds a different sales value because we add different selling costs for the various types or areas of sales, such as chain store sales, jobber sales, distributive sales, and regular route sales. By adding all of these together we come up with an accurate product cost.

If you will recall earlier in our talk we discussed sales realization. If we have an actual cost against a sales realization, it becomes a simple matter to determine the profit or loss by subtracting one from the other. If we know our sales tonnage, we multiply the profit or loss by the sales tonnage and that becomes the profit or loss by the item.

Again adding up all the profits and losses for each of the items in any given week we come up with a profit and loss for the department for the week. We have been able to tie in accurately this weekly profit and loss with our monthly departmental statements.

I feel that the first thing that must be done in any packinghouse is to have a departmental profit and loss and this is obtained in the same way as we described the product profit and loss.

We think of accounting as being a complicated procedure. Forget that. It happens that I am an engineer and not an accountant. Think only in terms of necessary cost control and you will see that this becomes simple and easy to understand. When you have costs by product, costs by department, yields and sales realization, and labor costs, you have control.

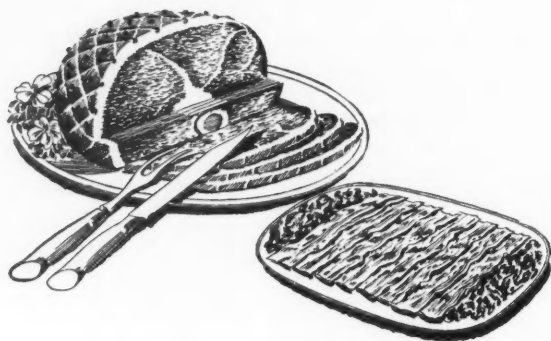
Understand, this is not an end in itself. It is a means to an end. With this information you can direct an integrated selling program and you can operate your plant more efficiently.

I have one other thing I want to talk about—break-even. It is something every packer should know and be able to work out. The chart I have shown concerns itself only with an overall picture, but the same type of chart can be made out for each individual department and if you wanted, you could make it out for each product.

Costs, other than those for material, fall into three categories.

The first category includes the constants. These are the costs that are with you whether you sell 1 lb. of meat or 100,000 lbs. Such costs are depreciation, insurance, rent, etc.

Category No. 2 consists of variables. Variables are the costs which go up in exact proportion to the increase in



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business. They are the costs such as supplies, etc.

The third category is comprised of the semi-variables. These are costs that go up but not in proportion to the increase in business, as for example: labor, sales and delivery, boxing costs, etc. You might think that labor cost goes up exactly as you do more business. It does not. Let's take a very simple operation, the sausage kitchen. A certain portion of the time in the sausage kitchen is put into cleanup and so-called get-ready operations, changing over horns on the stuffer, maybe washing the chopper, etc. You get more business and you can run your stuffer longer on certain items and you do not have as much get-ready and cleanup time. Then your labor cost does not go up in proportion to the increase in business, but goes up slightly and then tapers off a little bit. The same thing holds true on sales and delivery.

Let us go back and discuss the break-even point. Material cost is always a complete variable. As our business increases material cost goes up proportionately. If we subtract from gross margin between sales and material costs the variables which increase as our sales increase, we now have a new figure which has become larger with the percentage of sales increase.

The constants are self-explanatory and, because we have had more money left with each sales increase, we have recognized a larger profit after subtracting the constants.

By word of explanation, the semi-variables have been apportioned among the constants and the variables percentage-wise by the percentage that falls into each category.

The percentage of overall costs has gone down with the increase in business. The percentage of profit on the new business taken on, and I underline "new," is terrific. Normally it is over 10 per cent.

These break-even charts have assumed two things: the same product mix at the same selling price and that the plant can handle the increase in business without expansion. Naturally you reach a point of diminishing returns and the chart cannot go on indefinitely for that reason. However, we have found that most plants can take on 30 per cent additional business without additional expense.

The cheapest thing you can do in the packing business is to buy sales, either by lower prices, advertising, or by merchandising properly handled. It's the cheapest thing in any business. Now I don't mean that you can cut prices indiscriminately. As a matter of fact I am against buying sales by lower prices. I do mean that extra business can be produced cheaper than the business that you have at the present time. As long as you absorb some of the fixed costs with the new business—and it must be *new* business—you will show more profit. Volume is all-important to you.

The idea of an integrated cost program for an association or for a packer as an individual has gained a terrific momentum in this country in the past year. Since last June there has been considerable work done on this. The basis of the whole thing has to be the proper establishment of the material costs to start.

How are we going to price our products off of the cut? How are we going to price our products out of our beef department? How are we going to price them into our sausage kitchen and out of curing into smoked meats?

This pricing procedure must become standard practice for the industry. If it is not—regardless of the accuracy of a product cost system—individual packers are going to come up with different figures and it is all-important that this does not happen. That is why group action is very important.

Another thing which we have found out during the past few months is that packers recognize dollars and cents more than anything else. They would not let cash lie around under any circumstances. However, they are very prone to allow merchandise to accumulate in their plant without any control at all and merchandise is just as much money as quarters, half-dollars, and dollar bills. It should be controlled as money.

Actually, what we have done in the past six months is work up variable control factors. These variable control factors are primarily concerned with labor and material. We establish a standard labor cost, a standard rate of productivity by product. We also establish a standard yield by product. Any variation below that standard is a loss from an operating standpoint. It becomes a very simple matter, when the whole plant is operating on standards, to take the standard costs and work out the standard payroll. If the actual payroll is above the standard payroll from the payroll figures, that is a variance. We do not care whether that variance is because of down time, lack of efficiency, or overtime. It has still cost the packer money. The expression of this variance in dollars and cents has brought about a positive control.

In the last few months the same thing has been done with material costs. If the yield, say on hams, should be 100 per cent and the actual yield at a given period of time—one week—is 99 per cent, the loss is 1 per cent. If that material cost is 50c a lb. and you have produced 100,000 lbs. of hams, then you have lost 1,000 lbs. of merchandise at 50c a lb. or \$500.

It has been remarkable to me what the summation of variances on a dollar and cents basis has done for the industry. I can say this and say it honestly that there has been a pickup of better than 1 per cent profit from operations controlled on this basis and this is all-important.

All of these facts are important. We must have an integrated cost system. We must get together on costs. We must know where we are going. We must know what is making money and what is losing money.

In conclusion we have tried to point out several things to you. First, you must have an accurate cost system.

Second, you must have accurate tests on a production basis—product by product.

Third, you must know accurately your material costs.

Fourth, you must utilize these controls when they are set up. It is foolish to have a cost system if you do not use it. Variances are part of this control.

I'll admit this program is not quite as simple as I have outlined it here and there is one thing about it on which I want to caution you. The meat business is an industry all its own. There are a terrific number of variables. Those best acquainted with the industry can give you the answers you have to have, particularly on yields and productivity.

It is my belief that we are foolish to accept the 6/10 of 1 per cent per dollar of sales. We are foolish to allow ourselves to go through this period of feast and famine because it isn't necessary.



## There are strings attached to every Continental meat can order

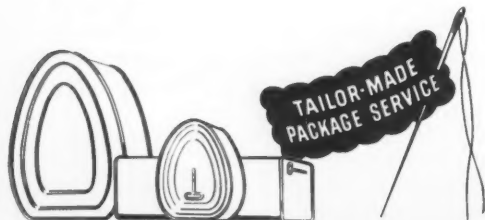
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A. B. MAURER, president, Maurer-Neuer, Inc., Kansas City, Kans.

# It's Causing a Processing Revolution

I AM NO expert on sausage, certainly not as the word "expert" is defined in Webster, for it says that an expert is one who is a specialist in a particular field. Any good sausage maker of today, or even yesterday, could stump me in a debate on sausage making in the first round. I know that Merv Phillips could have found plenty of people anxious to talk before you, and I, therefore, must conclude that the only reason he asked me was that I might share with you some of my painful everyday experiences in the general field of sausage making, particularly those of the last few years involving the early stages of prepackaging.

My partner, Carl C. Neuer, is the sausage expert in our firm. His father, the late Henry C. Neuer, was one of the few men in the United States to receive a sausage manufacturing diploma from Leipzig University in Germany. Carl followed in his father's footsteps and ran a successful sausage business in Kansas City for many years before joining with me to form our present company.

My introduction to the sausage business came in a rather unexpected fashion a few years ago when prepackaging had its inception. At that time, our company began experimenting with new packaging ideas in the belief that we could continue to make sausage in our old manner, merely changing the outer package or means of presenting the product to the consuming public. No doubt most of you have gone through this phase. What a shock we received. From an economic point of view we were jolted almost beyond belief by the excessive costs encountered.

It was here that I, as well as all of our executive personnel, set out to learn the sausage business. In our original work we began to wonder whether we could ever recover the vastly increased costs of production. Would it ever be possible to pass on to the consumer, through the retailer, the additional costs that we saw staring us in the face?

In order to provide an adequate protective film or package, we were forced to pay extraordinarily high

prices, since these coverings were in the costly, early stages of development. In addition, no machinery was at that time available to slice and package sausage in the manner desired, with the result that considerable expensive experimentation had to be done to make such machinery available. My original setup in Kansas City for slicing on one line, on which we produced less than 5,000 lbs. of sliced and packaged sausage items per week, cost in excess of \$30,000.

Because of inexperience in training our personnel, our total cost per pound, excluding the original investment in equipment and design, was close to 12c. In spite of all this discouragement, we persevered and found that by good control and careful supervision we were, in about a year, able to reduce the cost to about 8c per pound.

We were, however, far from our goal. As the development proceeded, more problems became apparent, and each one required changes. Each change called for new physical facilities such as prechilling chambers, tempering rooms, slicing equipment, conveyor belts to and from slicing machines, etc. Before we could be sure that one system was a paying proposition, our mechanics and engineers would come up with a new approach that called for even further revamping.

And then came the greatest surprise of all. Our sales department, on which we had counted for enthusiastic support, instead of being an asset for the sale of prepackaged sausage items, was a distinct liability. Salesmen thought the selling prices excessively high and began to show us a thousand reasons why the product was unsatisfactory.

For instance, when we first began to slice pickle and pimiento loaf, our salesmen told us they could not see the pickles, let alone the pimientos. We grumbled but continued adding pickles and pimientos until we vowed there was little else in the loaf. But, surprisingly enough, the sales department was correct. Not only was the appearance of the sliced loaf in the package vastly improved, but so was the flavor. Along the same line,

salesmen complained bitterly about our macaroni and cheese loaf. You couldn't see the macaroni, they claimed, and the cheese fell out. Here again we were prodded into increasing the quantity of macaroni and, by a series of experiments with different types of cheese and different slicing temperatures, were able to fasten down the wandering cheese chunks. There was no doubt about the product being more attractive.

Our sales department, however, was far from knowledgeable of all the answers. It soon became apparent that salesmen did not know how to convince the customers that they should cease conventional methods of handling sausage in preparation for self-service sale. For instance, most of our customers had no means of knowing their own cost per pound for slicing and packaging sausage items at retail, and consequently, they felt our prices were exorbitant. I have heard many times the statement that retail stores had sufficient help anyway, and so their slicing costs were negligible. One of the major chains of our area told me that it was required to maintain help the week around and that during the first part of the week these people were not busy and could slice product for the weekend business. We finally convinced the firm, but it wasn't easy, that slicing by these methods on Monday and Tuesday morning, self-service abuses being what they are, could do nothing but produce merchandise unfit for the housewife's table by the weekend.

As you can imagine, our entire sales staff, from the top down, had to be sold on the new merchandising idea and thoroughly convinced that our costs were not excessive. We spent several months in special sales meetings, in describing the procedures our sausage department was using, in elaborating on their efficiency and showing how it would be impossible for retail stores to produce the particular items for anything like our economical costs. We also emphasized the terrific impact upon the housewife of the kitchen freshness of pre-sliced sausage in pleasing packages and how this would be a means of increasing sales at the retail level.

Then came the crowning blow. Apparently the pre-slicing procedure introduced hazards and problems never before encountered in the sausage factory. Our old methods of manufacturing would no longer suffice. Why? Because self-service counters subjected the product to hazards we hadn't anticipated, such as blue light deterioration, consumer handling and long shelf life and the product couldn't take it.

Tremendous changes had to be made quickly. We were forced to review all of our procedures and formulation. That is, chopping, mixing, stuffing, cooking, chilling and holding temperatures were checked. Minor and major changes were required in almost all of them.

Here are some of the things we learned:

Bacteria control is all-important in this new type of work. Old time methods of sanitation are not sufficient. We found that it is necessary to simulate operating room techniques in order to keep our bacterial count at the low level required for self-service packaging. All workers must be extra clean.

The ingredients that we use must be handled much more carefully. Both pork and beef must be kept in prime condition before blending and processing. Sloppy handling of former years can no longer be tolerated. All beef and pork materials from our own slaughter are kept



YOU SEE, it's this way: Foursome holds "significant" conversation during pause in exhibit area.

strictly fresh and retrimmed for gristle and sinew and the elimination of blood clots. Pork and beef materials purchased from other than our own killing facilities were found to be unsatisfactory until new standards were set up for our purchasing department.

Time and temperature were found to be much more important in this new work than they had been in the past. Critical temperatures in chopping, cooking, chilling and holding showed up. As little as 2° difference in the chilling temperature of many of the loaves represents the difference between product that will slice and hold up in the stores and that which will not.

Raw materials must not be held beyond the time set up for their usage. Even 24 hours additional holding on an item such as fresh boneless beef has been found to be unsatisfactory; and 24 hours abuse on fresh pork is impossible. Because most sausage products are cooked, we found that the importance of time and temperature had often been neglected during certain phases of sausage production and merchandising. The reasoning here seemed to be that since sausage is cooked, some of the bacteria that might accumulate could be killed by sterilization in the cooking procedure with no apparent damage to the product. However this kind of carelessness cannot be tolerated on products going into self-service. Bacteria simply cannot be allowed to accumulate in the first place if a fine product with proper keeping qualities is to be manufactured.

We have found that the type of meat to be used requires particular study. While it is true that all meat is wholesome if properly cared for, it is the condition of the meat used that determines good results in a modern sausage factory. It must be fresh and wholesome and well-trimmed regardless of whether it is bull meat, pork trimmings or tripe. In order to assure such conditions we have set up a quality control department whose sole job is to inspect ingredients prior to blending. They are checked by experts who can tell by appearance, generally, but, if there is any doubt, the product is subject to "on the spot" laboratory analysis.

Meat must be handled very carefully. Every truck, tub, tree and piece of equipment should carry a label "handle with care." Every phase of the operation has a

definite, measurable effect upon the finished product. No other product in our business is subjected to the abuse that is given the sausage line. We beat it; we heat it; we chill it; we beat it again, and this abuse must be controlled every step of the way to get proper results.

Great strides have been made in equipment design in the last few years and more progress is on the way. Our experience tells us to stay abreast of the times. All of these changes embrace control of time and temperature. Grind, chop, stuff, smoke, cook, chill, package, handle and display within the proper time and temperature limits that you should set up by your own standards. Perform constantly and carefully.

Automation has had a tremendous play in the papers recently as it has been developed by the auto and television industries. We are told of tremendous factories that can turn out entire motor blocks with five or six people, the balance of the work being handled by automatic electronic controls.

There is no place in the world where automation could be better used than in the sausage department. Have you ever counted the number of steps that are present in the manufacture of sausage? The count is staggering and, in this modern day, wholly unnecessary. I can envision a sausage factory producing the finest products of the land in which the meat would never be touched by human hands and, most assuredly, would never be shoveled from one stage to another.

I do not have all the answers myself, although I have a few ideas, but you people in this room are the ones who can develop such a future. Never take anything for granted. Every time one of your sausage makers shovels 10 lbs. of meat from a truck into a stuffer, figure out how you can produce this same result without all that labor. There is no reason to believe that, within a few years, we cannot have machinery available to chop meat and to pump it, without handling, directly into whatever measuring devices we use prior to packaging. Meat pumps, which will eliminate the need for stuffers, are now on the drafting board and will soon be available for distribution. We now have, as you know, automatic linkers and automatic peelers for wieners. The meat pump will make this type of operation almost entirely automatic. I do not believe it is necessary to build an entirely new sausage factory during this process of evolution but I do think it necessary for top management to have a receptive mind. The job can only be done by yourselves with the assistance of proper trade affiliates.

Inventory control plays almost as important a part in the handling of self-service product as the manufacturing itself. Sausage products exist only because we make them; unlike pork and beef by-products which come to us because they come within the live animals, we never own any finished sausage products unless we deliberately produce them. If we carefully study our daily business, we have no sound reason for possessing old stocks that hurt our reputation and damage the public acceptance of sausage products in general. Daily production and internal inventory control can result in better margins as well as insure fresh products.

Added to this must be quality control. It need not be elaborate but it must be constant. Decide what you want in each product and then check daily to see whether

you have it. Cutting and taste tests are necessary steps in an effective quality control program for finished sausage. One of the finest sausage firms in the United States tests its wieners daily. Not only those in the sausage department, but every top official in that company knows every day how the company's wieners taste in comparison with those of its major competition. This is a particularly effective program for it tends to create quality and taste and desire for constant improvement of product at the top level.

More extensive tests for fat, moisture, protein, etc., are excellent and must be included in any program to produce consistently fine sausage.

Here is an illustration of the value of this type of control. A few days ago we were bidding on the wiener business for the new Kansas City baseball club, the Kansas City Athletics, and several concerns were very close on the price. As a result, the purchasing contractors requested laboratory analysis of all the wieners offered by the various vendors. To our complete satisfaction, our products were selected because they maintained the most ideal moisture, fat and protein ratio as specified by the American Meat Institute. It was particularly gratifying to me, since my training was in chemistry, to see that one of my pet projects had finally paid off in an unexpected manner. Similar results can be obtained by all with extra manufacturing care.

Sausage is big business. The sausage business in this country had its beginning as a means of disposition of certain of our meats which could not rapidly and profitably be channeled into normal outlets for fresh and cured meat. The old fashioned sausage maker came into the "pudding" room, as it was originally called, took a look at what hung in the coolers and filled the chilling trays, and daily made up his own formulas. To make consistently fine sausage today, formulas must be fairly uniform and cannot be subject to constantly variable supply factors.

When standards are properly set, and when quality control is functioning as it should, truly fine sausage can be made by anyone. However, it is particularly important to understand that if this is to be done, all elements of the manufacture of sausage by a quality control system must be thoroughly understood.

Now assuming that your sausage quality is excellent, if you are to succeed in selling products through the self-service counter directly to the housewife, you must pay particular attention to the package you present to her. The packaged product must be clean, attractive, taste tempting and keep well. Since we fabricate every pound ourselves, no other product brands us so individually as does our sausage line. Each package carries with it our company personality and our integrity. These must not be messengers we would not be proud to claim. Too many sausage makers sell what they produce. The reverse procedure is proper. Produce what you can sell. Lay out your sales plans and then produce against them, bearing in mind that what you sell is your front line offense.

Some of our problems have been solved but many are still in the process of solution. No perfect means of packaging luncheon meats has yet been found. There are those who believe in packaging sausage with special wraps and there are those who believe in vacuum pack-

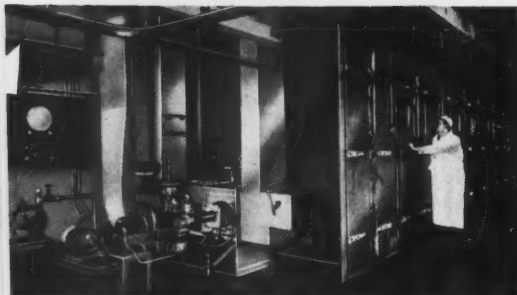




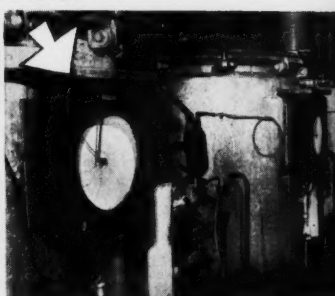
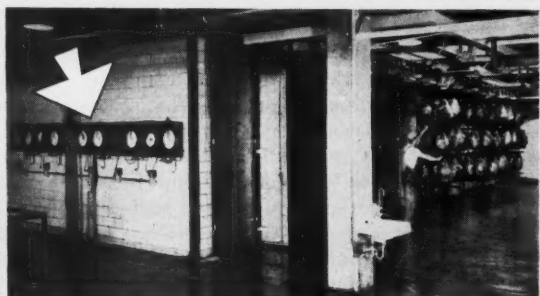
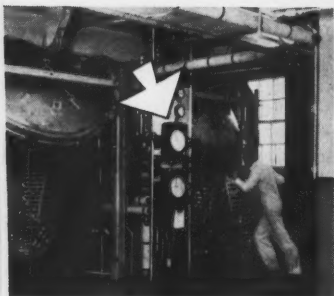
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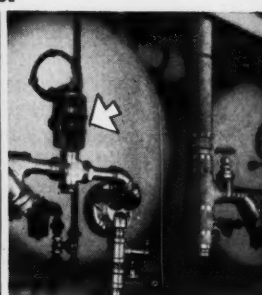
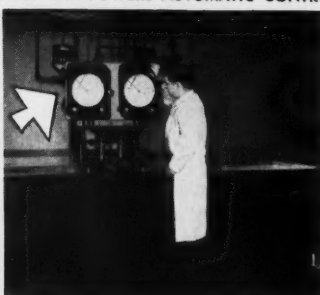
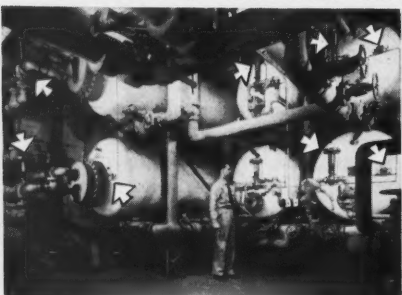
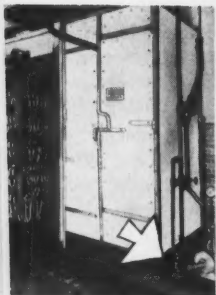
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(b89)

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aging. Maybe both are right, but I feel quite sure that both are interim means of solving the problem.

Perhaps some day we may be able to use inert gases to replace the air withdrawn in present vacuum packaging. Although that is being tried now, I find it is not the final answer. To my knowledge, there is no one solution.

Automatic slicing machines are now available from several companies to reduce the cost of slicing far below that experienced with our original trial setup. Automatic wrapping machines are now available which do a fine job and which can hold costs to a minimum.

All this brings up the point—have our efforts been wasted so far or are we on the threshold of great success? Is it possible that what our industry has seen to date is the awakening of a sleeping giant of tremendous economic benefit to the sausage industry? At this point in the discussion of prepackaged sausage items for self-service and institutional use, it might be wise to review what has been accomplished with unit packages and self-service in other industries. For instance, what have the cheese companies done in the last quarter of a century?

I remember when I visited my uncle's country store at Graham, Mo., as a boy, how much fun I had in stealing a few nibbles from a large hoop of longhorn cheese standing on the counter. There was a big cheese knife hooked in the center ready to slice off whatever the customer wanted or, as close as my uncle could guess as to what he wanted. I have always been suspicious that whenever that big knife came down somebody got cheated because no one could guess just how much a triangular chunk of cheese would weigh. I wonder how many mice, as well as children, had a free meal from this type of hoop?

How do you buy your cheese today? You know that it comes processed in uniform jars, unit packages and pre-sliced in uniform packages. This industry was one of the first to move rapidly in the direction of uniform packages for self-service sales. Many a good supermarket manager has told me that the self-service cheese counter is a great temptation for every man who comes by. I am certainly no exception. Every time I pass a cheese counter, my mouth waters and I never fail to buy at least one of the appetizing items I see there. Does the shiny, clean, attractive, uniform package help make sales? You can draw your own conclusions. Impulse buying, one of the fundamentals contributing to the success of the supermarket, is at its best at the cheese counter.

Let's look briefly at the cookie and cracker industry. Some of you who are my age will remember the old cracker barrel and the unsanitary methods of dispensing crackers. Don't you suppose that when prepackaging was first suggested to cookie and cracker people that headaches similar to those I have just mentioned were apparent to managers and superintendents? However, let's look at the present picture. How many cookies are sold in the bulk and, even more amazing, how many crackers are sold in the bulk? Even large boxes of crackers contain small, individually wrapped packages. Why? Because this type of packaging insures a superior product, better sanitation, locked-in-freshness, convenience and eye appeal. A broadened market base is the result. I might add that, from the contacts I have had with the industry, it has also vastly improved margins in these

items that are sold for self-service. Ask the operator of any cookie or cracker company what his best profit items are and he will tell you those in his unit packages or self-service items.

This is the means that we can use to take our sausage items off the auction block. With good eye appeal and high quality products you can attract the housewife and not be forced to be the cheapest man on the street in order to effect sales.

I believe the facts I have presented indicate that the sausage industry is approaching great new horizons. Developments will come thick and fast to those of us who are alert and willing to be progressive. Great strides will be made in the field of prepackaging because the benefits to the manufacturer are manifold even though some of these may be forced upon him. Let me emphasize briefly what these benefits are:

1. Better product and quality control.
2. Better consumer acceptance of brands.
3. Better control of profit margins.
4. Increased sales from impulse buying.
5. Better and faster presentation to the public of new and novel items.
6. Elimination of old-fashioned butcher resistance.
7. Longer shelf life.
8. Improved research opportunities.
9. Easier procedure for store testing of products.

Most of you are in the prepackaging of sausage at some level, so that any advice that I can give you specifically may be unnecessary. However, may I offer you these general suggestions:

If you are packaging wieners, see how you can improve your package for shelf-life, eye-appeal, bloom, etc.

If you are not packaging presliced luncheon meats, try it.

If you are slicing and packaging luncheon meats without a vacuum, try using vacuum packing on these items.

If you are vacuum packaging, then consider using some inert gas to replace the vacuum.

If your package is unattractive, change it.

If it is attractive, try to improve it.

If you try all of these things and fail and your prepackaging program is unsuccessful, don't give up but try again for the error lies in your procedure at some level and not in the idea. Unit packages, and particularly small unit packages, are here to stay for they fit into the housewife's unit cost budget.

Think up your own ideas and keep trying no matter how revolutionary your ideas may be. Watch the store level. Top management should check store cases at least once a week for new developments. Keep in touch with any meat case developments for they vitally affect plant procedure in manufacturing.

Be extremely alert to new machinery because in this field lies the great white hope of the meat packaging business. Costs can be reduced fantastically by machines.

Don't be afraid to have a failure because, in the development of new ideas such as we are facing, many failures must occur before success can be final.

Work with your trade associations for they can keep you abreast of new developments as rapidly as anyone. Let's keep this section of our industry modern and, most important, let's keep it solvent.

What shall it be—cracker barrel or progress?



JACK MANION of Milprint, Inc., Los Angeles.

## Here's a Barrellfull of Them

**T**HE fact that you are present in this afternoon's session indicates you are interested in your business.

To build a little bit more interest, let's forget that we are presidents or sausage makers or superintendents in our plants, and let's take on the new duties of sales promotion manager. Let's just consider that we all have a new job.

Try not to consider me as talking to you, but try to consider some of these ideas as your own. It sounds academic, but it is the only way that we in the meat industry can stay ahead of the cereal people, the gelatine people, etc.

Let's bring a few of these ideas out and break them down so that possibly some will lead to others which will be successful in our own operations.

The successful meat merchandiser doesn't talk price; he distracts the housewife's idea from price by giving the housewife another thought. I am going to mention the cereal people a lot because we all pass these cereal shelves and we see what they are doing. They are distracting from price. They are appealing to two or three elements about which we will talk in a little while.

First of all, on your memo pads write down four or five of your most profitable items—those you want to start pushing.

Bacon is probably one and wieners another. Braunschweiger is a good profitable item.

Today's package to be successful must have buy appeal for the adult—the housewife and her husband. To have buy appeal it must stimulate the appetite, or it must appeal to the esthetic sense, or typify cleanliness, or it must flatter the buyer's sense of economy.

However, not only must the package appeal to the adult, but it must also appeal to the kiddies because we see so many children shopping with their mothers. Appeal to the kiddies from the standpoint of novelties, premiums, trading cards, and radio and television characters.

In using appetite appeal, remember the housewife is not shopping for individual items such as a pound of

beans, a pound of rice, or a hamburger. She is shopping for meals.

How can you build a meal around your particular item, so that the housewife will think of your item around a meal?

Here is a package that incorporates a roast beef dinner. The entire meal is right here so that a housewife can pick it up.

Let's talk about two items that are very prominent on the shelves today. One is comparatively new and one is as old as food itself.

The new item is cake mix. The reason all of the cake mixes you see on the shelves are moving is that the housewife sees the delicious portrayal of delicious cake on the package and she decides she can bake the same type. This is moving cake flour for the flour people.

Bread is a food as old as food itself. It is a staple item. On this white bread package I have here bread is shown with a pat of butter and a glass of tomato juice. The bread people are doing their best to excite appetite appeal.

They are taking rye bread and they are putting pictures right on the package.

Here is an idea; make a tie-in with your local baker. Talk to him about his packaging and see how you can get your name on his package to tie-in the idea of braunschweiger and bread. At least, get over and talk with him, he might think of another idea that would help your problem.

The brown-and-serve people in the baking industry added appetite appeal. A brown-and-serve roll is one that the baker makes up that is partially baked and must be placed in the home oven to finish. It was a new idea about four years ago, but fell flat about a year and a half ago. Since it was a profitable item, they had to figure out some way to keep it alive and to make it a staple. So, the bakers added appetite appeal to the package in the form of beautiful pictures of finished brown rolls. That is what the baking industry is doing.

On a box of pretzels we see a lunch basket, with some



A GOOD SCOUT—Ben Campton, southern representative of WSMFA, buys candy to help Campfire Girls in fund raising drive.

pretzels, a glass of milk, etc., photographed in full color.

The marshmallow people show a cup of chocolate with a marshmallow riding in it. Others show marshmallow cake.

This is all done to give the housewife the impulse to pick up the package and get it into her shopping cart. Let's just briefly mention the appeal to the esthetic, and by that we mean a clean design.

Here is a successful Southern California potato chip manufacturer. He doesn't go for appetite appeal, but he does go for a nice clean design with a lot of recipes on the back to tell the housewife plenty of ways to use potato chips.

Another instance of a clean, simple design is that of Dentyne gum. You all recognize Dentyne gum. The Heinz soup label does not appeal to the appetite. You are given a clean design that is very easy to recognize.

We mentioned, "Flatter the housewife's economy." The candy bar people are offering six candy bars in a package.

Again, coming back to the cake mix people. In addition to appetite appeal they band two boxes of cake mix together for 49c. Start thinking about how you can flatter the housewife's economy streak, not by price cutting, but by doing some of your advertising on the package.

The next item is premiums. We are not advocating premiums, necessarily. I may be saying something that is not exactly in line with the thinking of your association, but there are some premium ideas you can use successfully and still not give money away. There is a cereal package wherein they tell you to send away for a set of records. Premiums are a means of moving more than one package.

Here is another item, an actual victrola record on the back of a Wheaties package.

Here is an economy package of sponges. The manufacturer used to sell one sponge, but now it is cut in half and the housewife is getting two sponges for the price of one.

Incidentally, start marking down on your pads the possibility of tying in a package  $\frac{1}{2}$  lb. of bacon and  $\frac{1}{2}$  lb. of pork sausage. Such a package would do a job for you and would flatter the housewife's economy.

We are searching for thoughts here so that we can come abreast and far outshadow some of these people who are taking the dollars we are looking for.

A very successful method of exciting interest among children is with trading cards. I am not going to mention what other industries have done with them, but I will come right home and talk about Hunter Packing Co. Hunter started a promotion in St. Louis in which the firm put out a series of wiener, pork sausage and smoked sausage packages containing pictures of baseball players, their records, and their autographs. One package would contain the autographs and another the picture and record of a player. To get the complete set a child had to bring about the purchase of 30 lbs. of wieners in a five-month period. Hunter tried the idea the year before last and last year the company had a state series. This coming season the program will feature the Cardinals. Here is the way it works. The children get these trading cards. One fellow goes to the kids next door. He says, "Joe, have you got a card on Joe DiMaggio? I will trade you another one for it." The kid says, "Well, what is it all about?" The first thing you know they are talking about this promotion of Hunter's. The boy persuades his mother to buy Hunter wieners or smoked pork sausage and becomes your salesman at very little extra cost. Contact your local ball teams. You in Los Angeles hunt up some movie stars. Trading cards are really hot with children.

Let's get back to the matter of stimulating appetite by showing pictures. Your folder has a Little Rock Packing Co. pork sausage bag that carries a reproduction of a pork sausage dinner. Chris Finkbeiner put three pictures on his bag: one is pork sausage, one is pork sausage and eggs, and another one pork sausage and waffles. It was such an immediate success after three weeks, that Chris said, "Heck, I will do it with chili." He did; chili and spaghetti; chili and beans, and chili and wieners. He



LARGE CROWD literally was stuffed into Comstock room to hear experts tell views on sausage.

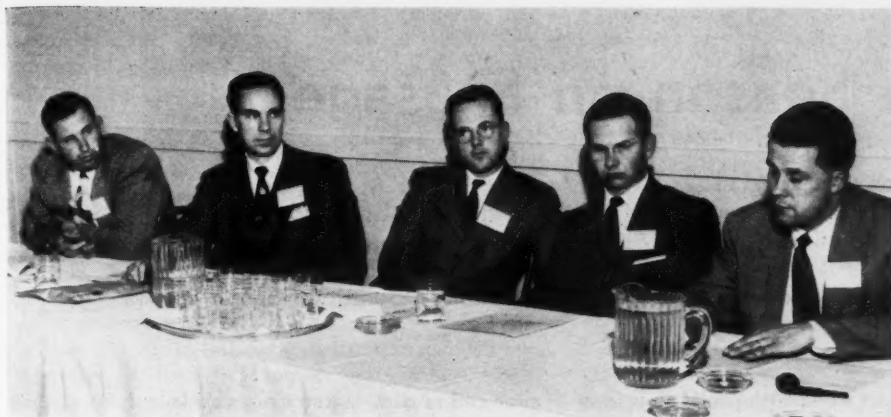




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experience plus  
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**RESEARCH MUST GO ON** is considered opinion of experts at the tallow and grease committee meeting. After telling about valuable new findings relative to use of fats in feeds, etc., researchers Jack Algeo and Dr. G. W. Newell warn against complacency about the future of animal fats.

says they are phenomenally successful.

Then Finkbeiner went to his typically Arkansas product, whole hog sausage, and put appetite appeal into the package. Now, he has whole hog sausage with French fries, flapjacks and eggs. Finkbeiner reports:

"Changing the bag appeals not only to the consumer and the market manager, but it gives the salesman a lot more enthusiasm and pride in his product, which is just as important as getting the customer excited. If you want to get the public excited about your products, you must get excited yourself."

Let's talk about design. This isn't going to be a study in design, but it is very important that you consider your package before you decide to get out and really push it since many mistakes can be made in use of color, etc. Go to your designer or your package supplier.

Getting back to economy appeal, some meat packers are packaging 2 lbs. of bacon in one unit. The idea was slow when it started out, but it is really catching on.

Incidentally, I think it was Briggs in the East that put a coupon worth 10c on the purchase of a new pork sausage item in its wiener packages. Now, there is an idea; put a coupon in your other packages, and have them generate sales for the new items.

Let's get back to kiddies' appeal, because it has become so important. One of the big automobile manufacturers is really directing its advertising at the children, especially the children ten years old. Children are impressionable.

An amazing survey made by DuPont shows that 77½ per cent of the mothers interviewed said they bought something at their children's request. Here is something very amazing in that report. Of all the items the children requested, none was a meat item. They asked for cookies, cereal, fresh fruits and vegetables, crackers, potato chips and chocolate syrup. None of these is a meat item. However, I will guarantee a lot of the items had gimmicks attached to them.

Here is a gimmick package. Sugar Krinkles weren't going over too well for Post, so the firm taped a very cheap little plastic automobile to it and they can't fill the stores fast enough.

The housewife usually has two or three extra packages of cereal on her shelves, and she doesn't know what she is going to do with them, but her children wanted those gimmicks.

A lot of you may be shaking your heads, but I am trying to get the idea across that we must get a little bit more gimmick conscious.

A Memphis packer added a comic book to his bacon and wiener packages.

How about getting your name on the bags that are given out every day in these drive-ins serving hot dogs and hamburgers?

Rosenthal in Detroit has just finished a promotion. The firm bought a plastic ray gun for shooting ping-pong balls. The funnel of the gun was filled with 9 oz. of wieners and the whole thing sold for 69c. The same company put a little gimmick right in the center of bagged ring bologna. People really bought the bologna since it was the only thing in the meat case that had kid appeal. So let's try to get some kid appeal into our items.

Let's be sure to have tie-in promotions. The Coast Packing Company has a chef-hatted ventriloquist and he goes around to the retail markets selling Coast's packaged products and tying in with promotion of bacon, wieners, Heinz catsup, etc.

Here is another idea. You can get some cheap aprons printed playing up the barbecue idea. Wieners for a barbecue, or those of you who are beef packers and have premium steaks, think about them. Here is a new package of briquettes on the market. You light a match and this whole package is all set in 20 minutes. What about tying in wieners or bacon with such barbecue fuel?

Seeds furnish another opportunity. Have the kiddies start their own plot of grass or garden on your package of wieners and its packet of seeds. It will advertise your local grass seed man. It won't cost much.

Dream up some unusual cartons. Seiler in the East puts canned ham in a carton the kids all want to use with their electric trains, or whatever they are building.

Make things happen. Just don't sit back and bemoan the fact that prices are going down, etc.

Here is a thought. Who invented the sewing machine? You might say Singer, but actually it was a man named Elias Howe. He had a wonderful invention but he sat on it for 20 years until a man named Singer came along and gave it some promotion. Singer is the guy whose name comes to mind when you think of a sewing machine.

He put a little merchandising into his package and that is what I hope you will do.

# Open Season on Sausage

Following the talks by A. B. Maurer and Jack Manion, a lively discussion on sausage and packaging took place. Moderator of the Question and Answer lineup was Thores Johnson of Made Rite Sausage Co. Panelists were Albert T. Luer of Luer Packing Co.; H. B. Tomson, Marathon Corporation; Maurer and Manion.

**THORES JOHNSON:** I might propound a question to start out with. There has been some discussion lately that perhaps prepackaging, by reducing the size of packages, has reduced the volume of sales. Some retailers have approached me on that matter recently, stating that after they put in their prepackaged counter, because of the 6-oz. packages of sliced meats, or the 12-oz. packages of frankfurters, people began to buy in smaller amounts.

I would like to have an answer from another section of the country. Mr. Maurer, would you give us your ideas?

**ARTHUR MAURER:** I don't think it has that effect at all. Of course, it might happen in one individual store that you might get a temporary reduction. However, I think the small unit package will fit into the housewife's budget so much better that she will buy these items two or three times a week. She may buy bologna as an extra item in a small package where she wouldn't buy it at all if she had to buy 8 or 16 oz.

**JOHNSON:** Your experience in the Midwest has been that it has increased sales?

**MAURER:** They have definitely picked up.

**MR. FREEMAN:** Does the housewife really want this type of merchandising, or is it the packaging companies and the advertising companies that are forcing it upon us?

It is true that children buy Post Toasties and other cereals according to the premiums they get with them, but does the sausage industry have to compete with Post Toasties and Betty Crocker and Soft-as-Silk, and all of these commodities which don't have the spoilage and refrigeration problems with which we have to contend? The packaged material that we put out this week, the following week we get them back, and they throw the first slice away. Why sell two ½-lb. packages when you can sell a 1-lb. package? One-half pound of bacon with about six slices is hardly enough of a breakfast for any family. If a larger quantity is more adequate it is more to the advantage of consumers to buy a larger quantity than temporarily to be taken in by the smaller package. The next day they must run back to the store and buy another package. If the children aren't under control, and the appeal is made so strongly to them, the first thing you know we will give them the paychecks and let them go down and do the marketing.

**JOHNSON:** I am trying to get at the crux of your question.

**FREEMAN:** Does the housewife actually want the

meat and sausage industry to compete and to merchandise their products like Post Toasties and Betty Crocker?

**JOHNSON:** I think we understand.

**MR. MANION:** I think I can answer that, but I am going to throw this ball to Albert Luer in just a little bit.

I don't think it is the packaging people. Actually, no one in this room makes these boxes. They have been used for years, but are now being imprinted to appeal in the ways I have mentioned. Nobody in this room makes these comic books.

I am not saying that the housewife wants them, but the cereal people and the others are shoving them into her hands. Years ago she didn't bring her children to the market; she would call up and have the market send food to her.

Mr. Luer, would you mind repeating what you told me at the beginning of the meeting?

**ALBERT LUER:** I told Mr. Manion that I felt that children between the ages of 4 and 8 are the ones to whom we have to appeal, especially in the sausage line we are discussing. We have several television programs in Los Angeles. One is Ramar of the Jungle. Another is Captain Jet. Captain Jet comes on between 5 and 6 p.m. and is primarily a children's program. It has a very high rating. We gave away some gimmicks, little plastic sets of tanks and trains, and in about four weeks we gave over 70,000 of these sets. They are not very expensive, but they had to write in for them.

I go shopping with my grandchildren in Pasadena. In one food store they had a little shelf with toys running from 10c to a dollar. Every time I went into the store to shop the kids went into that section and bought something.

I finally went to the manager of the store and told him, "This is a racket. Take it out. The children are costing me money every time I bring them in."

Several weeks later when I returned I found that he had taken the section out and replaced the toys with ladies' stockings. Well, the children were a little ruffled, but when I went to check out I found they had taken a basket and had gone around the store and they had all these products carrying premiums in the basket to total \$4.60. I went back to the manager and suggested he put the toy section back since it was a whole lot cheaper.

My nephew is only four years old. They have shopping baskets for children in our area. My nephew took his little cart and went to the delicatessen case and he took out the packages he wanted, all bearing the Luer insignia,

and he filled the basket with them. If you don't think that children are a factor, you are sadly mistaken. The housewife doesn't like it, but I don't think she has too much to say about it.

We have four different television programs. Two appeal to the children. They have the highest rating and draw the most as far as sales are concerned.

Mr. Freeman asked about the size of the package. That is quite important. We do have a 1-lb. sliced bologna unit and it is one of the biggest sellers. We have the 1/2-lb. package of franks and find that suffices. All the rest of the luncheon meats are in 6-oz. units. Although you might say that is too small, we do find that the housewife, if she buys in a smaller package, will purchase several varieties of luncheon meat and in that way you will get a greater distribution of smaller packages.

**MR. PANDLER:** I would like to ask Mr. Maurer whether he packages luncheon meat in 6-, 8- or 16-oz. packages and whether his cost of under 8c applies to all kinds of lunch meats.

**MAURER:** We use 8-oz. packages primarily, and the cost does not apply to some of the more difficult types to package.

**JOHNSON:** If I remember that section of your speech correctly, Mr. Maurer, you started out with a 12c cost and reduced it to 8c.

**MAURER:** Our total cost now, including the package, is somewhere around 7 1/2c to 8c.

**PACKER:** Has any member of the panel had experience with the so-called self-liquidating premiums; under this system a certain amount of money is sent in and it more than defrays the cost of the premium.

**H. B. TOMSON:** My company had the unfortunate experience of getting into one that turned out to be very unsatisfactory. We went into a deal that got far out of hand and our supplier of premiums couldn't keep up.

I have nothing against premiums, or gimmicks, but I

would caution everybody to do some research on their own before they go into a program of that sort. Frankly, it scares me to death.

We work with the margarine industry and we are seeing it turn out to be almost a premium business. The situation is creating some price problems that are almost impossible to lick.

I talked to a man the other day who said: "We feel that it is one of those things, and once you start there is no place to stop."

I would warn the meat industry that we have always worked on pretty tight margins; I see no chance of changing the situation a lot. We are making some progress, but I think we are going to have to study this thing very carefully.

**MR. MOORE:** I think it has always been in the code of ethics of the meat packers not to give premiums or gimmicks, because the first thing you know, you are going to find one of the packers giving a pound of sausage to sell a pound of bacon. Am I correct on that, Mr. Luer?

**LUER:** I believe you refer to tie-in sales rather than to television or radio premium offers.

**MOORE:** Any kind of a gimmick.

**LUER:** Yes, a premium attached to the package for a tie-in sale, I think is considered bad by the industry. When you get into advertising offers via television and radio, they are not in the same class.

**MOORE:** Sooner or later our competitors will follow along with all methods.

**LUER:** They possibly will. Of course, it's a problem we may or we may not have to face.

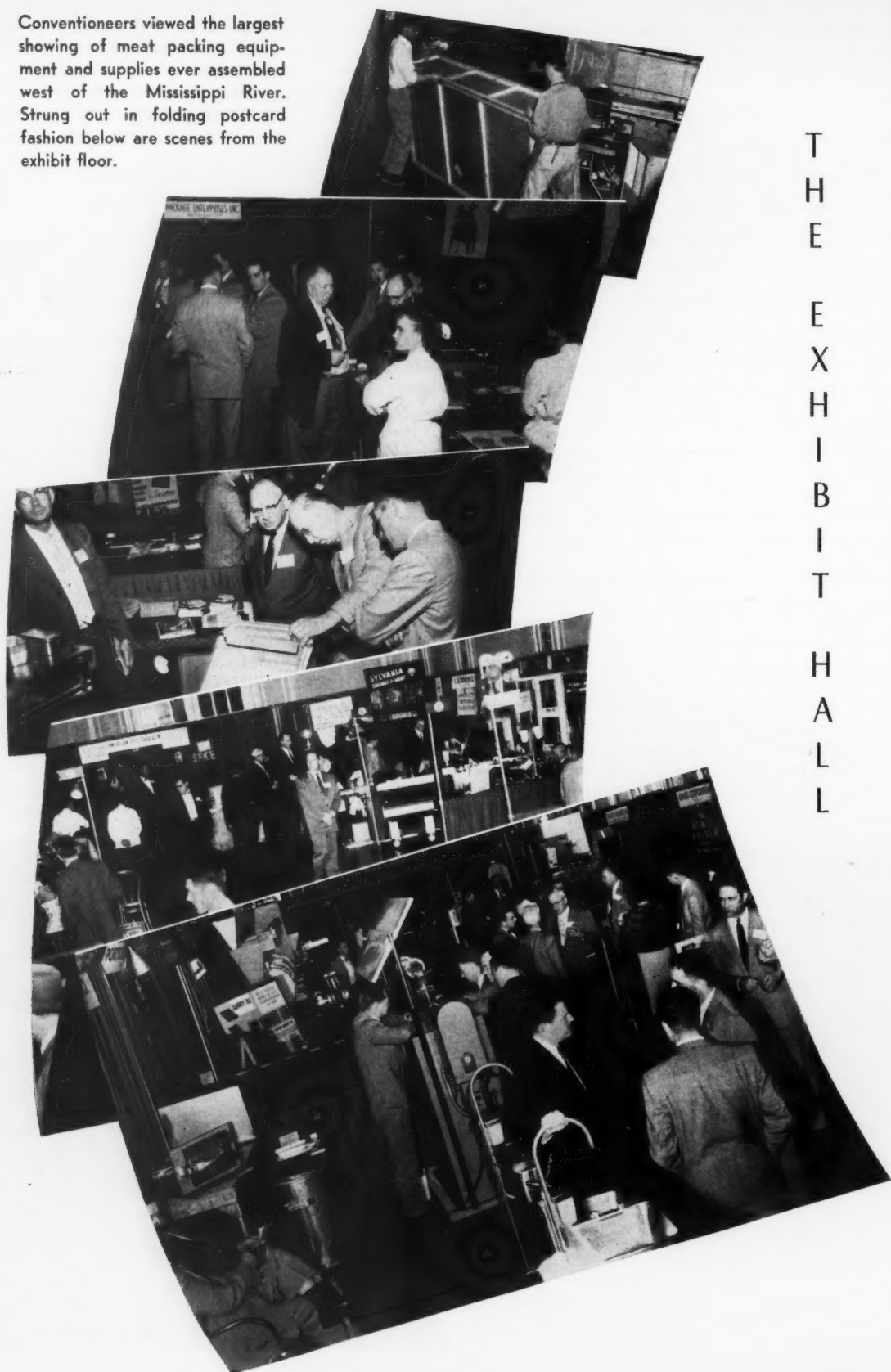
**SEYMOUR OPPENHEIMER:** I would like to know the amount of sausage business that is done in catch-weights as against pounds, 16-oz., 10-oz., and 8-oz. packages.

**MAURER:** From what I have seen up and down the coast, apparently quite a bit of catch-weight sausage is



MARKETING AGENCY committee commends M. J. Cook, retiring head of USDA P&S division, and wishes him success.

Conventioners viewed the largest showing of meat packing equipment and supplies ever assembled west of the Mississippi River. Strung out in folding postcard fashion below are scenes from the exhibit floor.



# T H E E X H I B I T H A L L



sold. The only ones who can make a uniform weight package are those who are equipped to do it. It is pretty difficult to take a half slice of bologna and keep packing it on top of the other slices to make it weigh exactly 7 oz., but if you have the proper equipment it is no problem at all.

I think that catch-weights are probably better in larger packages than in smaller ones. I notice that there is one firm in town that does quite a bit of business in catch-weight items, not only sausage, but cheese and other things. Apparently there is a demand for catch-weight items.

**JOHNSON:** We have done a little packaging in our firm. We try to package to set weights. With some of the machines on the market today you can slice pretty well to a set weight and it certainly cuts your costs down. If you use catch-weights on sliced items, and if you have to weigh each package, your costs will be high. There is a demand for chunk items at varying weights.

One housewife will go in and she will buy an 80c piece of bologna. The next one wants to spend 45 or 50c. So we run into variation on chunk items, such as bologna, of from 8 up to 14 and 16 oz. That has been our experience in the field out here.

**LUER:** I would like to add to what you have said. We feel that exact weight should be used for most of your loaf items. In our area, southern California, we sell a lot to the big stores and supermarkets. We sell our packages by the dozen. They take and put their markups on them in the same way as they do with canned goods. In other words, they put their usual markup on the dozen basis, and it makes a handy way of selling to them. These packages are all sold on a unit basis. In our area we could not get away with catch-weights. Buyers will not stand for it. We are highly specialized.

We are endeavoring to put up our ring bologna and our garlic sausage at exact weight. It takes precision in production, but we believe we can do the job.

**PACKER:** I am from away across the country. We have these packaging problems in the East as well as out here. I would like to get a little comment on the quality of sausage. Would that have anything to do with increased sales?

**JOHNSON:** I think Mr. Maurer covered part of it in his speech when he said they found they had to add more pimiento and pickles. In other words, you must increase the salability of the product by its eye appeal.

**LUER:** Mr. Maurer used the word "control." That, in my opinion, is the key word. How do you start control? In the laboratory.

I will venture to say that very few people here have a laboratory. We have found it the cheapest investment that we have made. What do you want to control? First of all you want to control your product as to quality, and you are running daily tests on fat, water and salt. After all, your moisture is regulated by the government on your beef products, and you can have 10 per cent moisture added according to your protein, but you want to get as close to 10 as you can. You don't want to be afraid and have only 5 or 6 per cent. Your laboratory helps you on that. Your fat control, that is, the ratio of your lean meat to fat is important, and also your salt. We have established salt standards on all the products we make. We run tests continually on salt. That is important.

I can't understand how anyone can make a good product today unless he has a controlled smokehouse. We have spent a great deal of money lately tearing out all our old houses and putting in controlled houses.

Another thing we do, we take a bacterial count on the meats we use every day, whether we produce that meat ourselves or whether we buy it in boned form. To give you an example, we had a shipment of boned meat come in and when we checked its temperature it was around 52°. We ran it up to the laboratory for a bacterial count and found it was 50 million. Needless to say, we would not use that meat. Now, lacking a laboratory we might have used that meat and then the result would have been greening and unstable product.

Control sanitation in your plant. There are about three or four types of greening and they are all due to faulty sanitation. Whether the meat is bad or whether you are careless in your cleanliness, or whether it is personal contamination from too much handling, it all has the same end result, green sausage.

Here is another thing to which many people haven't given thought. Control your thermometers, using a master thermometer. If you will take the thermometers in your plant you may find you get about two dozen different readings for the same temperature. A master thermometer tells you when the others are off.

Sausage making today is a scientific endeavor; it isn't just chopping up a lot of meat and stuffing it.

If you are going into prepackaging you must determine on an exact size. We threw out all our old molds and went to a four by four packaging machine. We had to revise our formulas because, as Mr. Maurer brought out, what was sausage before isn't sausage today. You must have a product with a long shelf life.

No one has asked about guaranteeing sales? How do you control the product when Mrs. Housewife gets it, whether it is still edible or not? That is one of the biggest problems we have, and I wish I had the answer, but I do not have it nor has anyone else.

The control of the product as it moves out of the case into the hands of the housewife is a big problem. In your NP Annual Meat Packers Guide this year you have three success stories about pickup and control, but there is a lot of wishful thinking on this subject.

Pickup is terribly expensive. It has been tried by some



**THE SENATOR TALKS**—Sen. William Knowland holds general press session in Palace Hotel during his stay at WSMMA convention.



PLEASED SMILES greeted latest in styles as wives and daughters of convention-goers attended special luncheon and fashion show in the Peacock Court of Hotel Mark Hopkins. Entertainment also included music by Jack Ross and his orchestra.



of our competitors and some of the big operators, and it has pretty near ruined them.

Of course it is terrible to have sausage or luncheon meat fall into the hands of the housewife when it is two and three weeks old, but you will find it happens. We do not have the answer; whether a vacuumized package which gives longer shelf life is the answer, I don't know. We have shied away from that.

It finally boils down to this, that luncheon meats are sold by many packers through many other people—through salesmen and delivery men, and they just service the cases and rotate the merchandise. They check to see whether it is always on the table, properly rotated, and they give it that service.

We have had many meetings with the big chain operators. We have tried to get them to see that a multiplicity of brands is wrong. We have some that handle six, seven and eight brands of frankfurters. When you have a multiplicity of brands there is the danger of sacrificing freshness of the product.

**MR. McCARTHY:** I wonder whether Mr. Luer would venture a guess as to the percentage of luncheon meat going into the market in the Los Angeles area that is sliced and the percentage going in unsliced?

**LUER:** I would say it is about 50-50, because many of those who buy in the loaf form do their own packaging and slicing. I think it is about 50 per cent.

**MATT BROWN:** What percentage of your sausage volume is prepackaged?

**MAURER:** You have to break it down more. What percentage of the wieners is prepackaged? All of them.

What percentage of the luncheon meats? I believe 80 per cent. A very high percentage.

**LUER:** There is another good question, then. What percentage of your merchandise is frankfurters? Ten or 15 years ago it wasn't over 20 per cent. Today it is over 50 per cent.

**MAURER:** We are thinking very seriously of separating our wiener production entirely from the balance of our sausage factory.

**MR. TANDLER:** Mr. Luer asked how we can stop the pickups? How can we stop the spoilage? I would like to tell you a little incident that happened only yesterday in one of our stores. I saw a lady pick up 12 assorted packages of luncheon meat. I became curious and walked up to her and asked her why she was buying so much luncheon meat. You know, she said, "I just moved into this neighborhood. I have a large family, and since I have to buy it I can buy a whole week's supply. I find the last package is still as kitchen fresh as the first one." I think that is the answer. If you have a package that guarantees that no matter what happens the housewife will get the luncheon meat in a kitchen-fresh state, your pickups will sell.

We all hope that the road from the packinghouse to the housewife's table runs only about two or three days, but there are many packages that will take two and three weeks to complete their journey. So we must have a package that will still deliver the luncheon meat in good condition after two and three weeks, and then our problem is solved. As far as we are concerned, I think we have.



DON M. PECKHAM, meat research consultant, Safeway Stores, Inc.

## Centralized Prepackaging Is a Must

WHILE at first blush, centralized prepackaging may seem far removed from the field of meat retailing, the problems involved in self-service meat operations have brought centralized prepackaging into the picture more and more. To my mind, the two subjects are so interrelated that any discussion of the one must necessarily include the other.

Frankly, I think that centralized prepackaging is a must, if the meat industry is to keep abreast of the higher productivity and sales pace which is taking place in other fields.

Not that centralized prepackaging will come about overnight or that it should. Changes in meat retailing come about by evolution, not revolution. Nevertheless, I think we can look for changes to take place at an accelerated pace, just as has been happening in other fields.

One major deterrent to centralized prepackaging of fresh meats has been that customers in many areas still do not fully accept prepackaged meats as sold in today's self-service meat sections.

Self-service meats need to become better established. Contrary to what some people may think, self-service is not being forced on consumers purely to serve the retailer's interests.

As a matter of fact, the customer profits most from self-service. She gets better selection and better service, using the word "service" in the sense of having her wants taken care of. She can shop leisurely or quickly, as she pleases. For example, if she is in a hurry and only wants a pound of franks and a pound of ground beef, she can pick them up without delay.

Those customers who patronize self-service meat markets and criticize them probably forget the inconveniences of the service market—the long waits during Friday and Saturday rush periods, the limited selection of display cuts and the occasional clashes with the meat cutter. In a service market, for example, a customer might ask to have a 5-lb. roast cut to order. If the meat cutter misjudges and cuts a 6- or 6½-lb. roast, the

customer feels obligated to take it anyway. With self-service, she can look through the displays and usually select the exact size she wants.

Most of the complaints against self-service have not been against self-service as such, but against the abuses it has been subjected to by certain retailers. Some have gone into self-service with good intentions but without adequate know-how. Some have tried to package low quality, watery meats that won't stand up in a package. With self-service, the package must have customer appeal.

Customers who patronize self-service meat departments receive meats individually wrapped in sparkling clean but costly packages. No longer do corned beef and liver juices seep through onto luncheon meats as so often happens when wrapped in a single package in a service operation.

That's the customers' side of the picture. I don't mean to imply that service markets are entirely out of the future picture. We think there always will be some. But, the fact remains that all leading retailers are now putting either semi or 100 per cent self-service in their new stores. Safeway favors the 100 per cent operation. By the end of this year, self-service meats will have been installed in nearly all our larger existing stores and in most of the medium and smaller stores.

It is the low volume meat departments which present the greatest problems; I mean those doing around \$3,000 per week or less. Turnover problems obviously are far more acute with them than in those enjoying higher sales. Wide display selection, which is one of the most important sales makers with self-service, is seriously hampered. Another problem is how to pay for the expensive equipment, added floor space, costly wrapping materials and higher power costs that go with self-service. These problems diminish, of course, as sales go up.

I think people who question self-service often are prone to compare inadequacies of low volume self-service with the adequacies of high volume self-service. It is more

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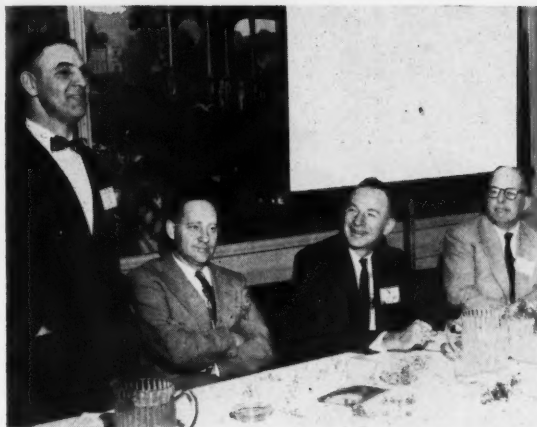
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DR. C. D. VAN HOUWELING, director, Livestock Regulatory Programs, Agricultural Research Service, USDA, speaks at Animal Diseases session.

appropriate to compare the inadequacies of a low volume self-service with those in a low volume service operation. When that is done, I think you will find that even the low volume self-service meat department doesn't show up too badly.

A Super Market Institute survey shows that one pound out of every five pounds of meat sold is chalked up to self-service in its stores.

What the comparison would show if all self-service markets could sell fresh meats during all regular store hours is speculative but I think you will agree that it would make a big difference and, what is more important, would lead to more sales of meats instead of competitive food products.

It seems ridiculous in this day and age to find areas where customers who shop after 6 p.m., or on Sundays, find the fresh meat section of the self-service cases either covered with a wire grill or completely empty.

The reason why fresh meats are "off limits" to customers after certain hours goes back to the days when refrigeration breakdowns could cause an unsafe bacteria count or peddlers might run in some uninspected meats. That's when cities passed laws prohibiting sales during hours when meat inspectors were off-duty. Today, while most cities have lifted the restrictions in view of present dependable refrigeration equipment and close controls over inspection, some still continue to hang on to these outmoded laws.

And, in some areas, even if the law-making bodies recognize that no public health question is involved, the butcher union locals step in. They either require that no fresh meats be sold during so-called "off hours," or permit the sales under premium pay clauses. The effect is the same either way because the premium rates make it too costly for retailers to operate their meat departments during full store hours.

We understand that several labor union business agents have come to realize that longer sales hours would increase meat sales and so provide work for more men and now are openly opposed to these illogical restrictions.

I think it is to your self-interest to do everything in your power to promote this trend. Where these restrictions exist, fresh meats not only have to compete with

cheese, fish and other entree items which you don't handle, but they have to do it within a sharply limited time while the competing items can be sold 'round the clock.

In most cases, these items that compete with fresh meats enjoy another advantage in lowered costs that are realized from a centralized operation. This is an advantage, though, that should be wiped out in the not too distant future.

Self-service meats have conditioned consumers to meats prepackaged on the premises and the next step in the evolutionary process is to have the prepackaging done in a central plant.

While there have been tremendous strides made in self-service meat operations during the past year, there is no question that in-store cutting and packaging is not very efficient as compared to a centralized operation.

That's why we are convinced that there is a very definite trend in that direction. We believe it will permit almost undreamed of reductions in marketing costs and in retail meat prices.

For example, the self-service meat department in each supermarket today in effect represents a relatively inefficient small size central prepackaging operation. Its physical facilities produce only a fraction of their full potential, due partly to slow early week sales and partly to frequent inactivity of power equipment such as saws, choppers and steak machines.

The meat cutters who work in these self-service markets are not specialists in the strict sense of the word. They must necessarily work on several different types of meat each hour and each day. Changeover time from one job to another cuts down on productivity. The girl wrappers and scalers are specialists in that they usually work only at these jobs. But runs of different items usually are so short that here again changeover time knocks down productivity per man hour.

Very few highly specialized machines have been made available, presumably because their productive capacity could not be utilized enough to defray their cost.

The trend is toward meat wrapping machines as a way to improve efficiency in self-service markets. I need not dwell long on these because I am sure you are familiar with them from using certain types in your establishments for wrapping sliced bacon and other items.

We obviously face somewhat different problems at the retail level than you encounter in your plants. One problem is that the machines now available make rather loose and unattractive wraps, compared to hand methods. More machines are used in the East and Midwest than on the Pacific Coast. We find Eastern retailers as a whole are not quite as particular about package appearance as are Western people. Another problem with these machines has been that until recently the manufacturers haven't concentrated on the particular needs of retail meat departments. Progress at the retail level is dependent to a great degree upon available equipment, whether it is wrapping machines, display equipment or other types.

A further problem is that sales in the typical meat market are not high enough to permit wrapping enough packages having similar dimensions at one time to capture the potential savings in time that wrapping machines allow. Frequent changeovers from one size film to another often detract from potential savings. In many



SOME OFFICERS AND DIRECTORS are, SEATED: Henry J. Kruse, Seattle Packing Co., Seattle; C. F. Moore, Ogden Dressed Meat Co., Ogden, Utah; Anton Rieder, Coast Packing Co., Los Angeles; Nate Morantz of State Packing Co., Los Angeles, WSMMA chairman for 1954 and 1955; Gene Ranconi, Walti-Schilling & Co., Santa Cruz, Cal.; and Douglas Allan, James Allan & Sons, San Francisco. STANDING: E. F. Forbes, WSMMA president and general manager; Henry Coffin, Gibson Packing Co., Yakima, Wash.; Allen

Kurtzman, James Henry Packing Co., Seattle; Louis J. Isola, Peoples Market, Yerington, Nev.; Frank DeBenedetti, Idaho Meat Packers, Caldwell, Ida.; Donald Schaae, Schaae Packing Co., Ellensburg, Wash.; T. H. Griffel, H. Moffat Co., San Francisco; Glenn Taylor, Anker Meat Co., Modesto, Cal.; O. L. Brown, Medford Meat Co., Medford, Ore.; Leland Jacobsmuhen, Arrow Meat Co., Cornelius, Ore.; Olin Nebergall, D. E. Nebergall Meat Co., Albany, Ore. Group posed following annual election.

instances sales are so low a machine is used only a few hours each week. Of course, machines make money for their owner only when they are being used.

We now find equipment is becoming available that produces reasonably presentable packages with a substantial saving in time as compared to hand wrapping. There are semi-automatic types which seem practical for use in meat markets doing more than \$7,500 per week. And, there is at least one fully automatic type which does a creditable job in markets doing more than about \$14,000-\$15,000.

Both the fully automatic and semi-automatic types are run at about 22 packages per minute. But the fully automatic type usually requires only one operator as compared to about two and a half people for the semi-automatic type. So output is only about nine packages per man-minute for the semi-automatic as compared to 22 per minute for the fully automatic. This compares with about four packages per minute with hand wrapping. Aside from saving time, the machines permit meats to be wrapped closer to the time of sale. This obviously helps guarantee freshness and reduces rewraps. So the trend is toward increased use of machines to raise efficiency at the retail level.

But even with these improvements at the retail level, centralized prepackaging is still the most efficient and should reduce handling costs. For one thing, only saleable meat would be shipped to the stores.

Our Safeway meat warehouses now work toward this end by breaking carcasses into pre-trimmed primal cuts before shipment to the stores. Thus about 12 per cent of the carcass waste fat and bone is disposed of at the warehouse level. If carcasses were broken clear down to retail, another 12 per cent of shipping weight would be saved. However, this 24 per cent total saving obviously would be reduced somewhat by the weight of

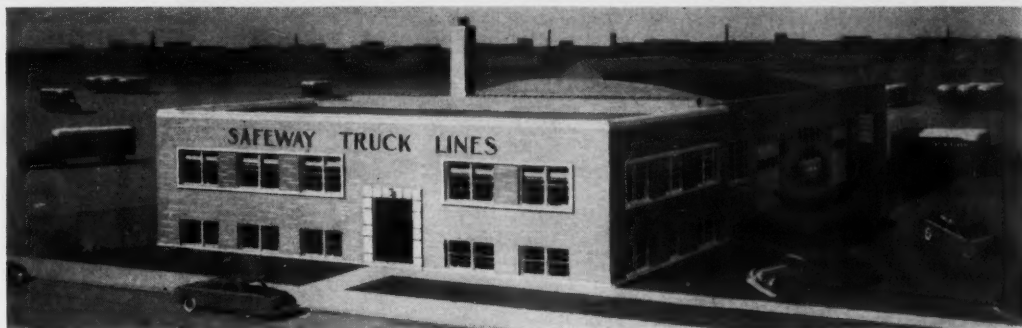
wrapping material and shipping cases.

Centralized packaging also should tend to reduce prices by better utilizing rough cuts such as flank and plate and other rough cuts. It would seem considerable tonnage could be processed into fully cooked frozen meals. The trend toward frozen meals is clearly evident by displays in food stores right now, as we shall enlarge upon in a moment.

Since the trend is toward centralized prepackaging, a good question is, will prepackaged meats be distributed and sold fresh, frozen or in some other form? One might answer this by predicting that several different methods might be carried on successfully at one time by different retailer-processors or by separate processing companies or meat packers.

As you probably know, centralized packaging of fresh meats already has been tried with only mediocre success by several Eastern retailers. This generally was done under the most difficult circumstances. That is, most attempts were designed to supply some low volume stores with fresh meats which lacked enough sales to support a full-time meat cutter. I don't recall that anyone has attempted to prepackage for high volume meat sections where rapid turnover would help overcome problems on shrinkage and loss of bloom.

With centralized prepackaged fresh meat items, the backing material and film often look pretty shopworn even when the meats first reach the store. Maybe someone will overcome this problem and find success in centralizing cutting, with packaging done in the store, either by hand or by machine. Problems then would be how to protect bloom. This might be done by cutting meats cooled to 28° to 30° and holding this temperature constant in the product during cutting, packaging, delivery and display in the stores. Precise temperature control should retard bleeding and help hold the bloom. How-



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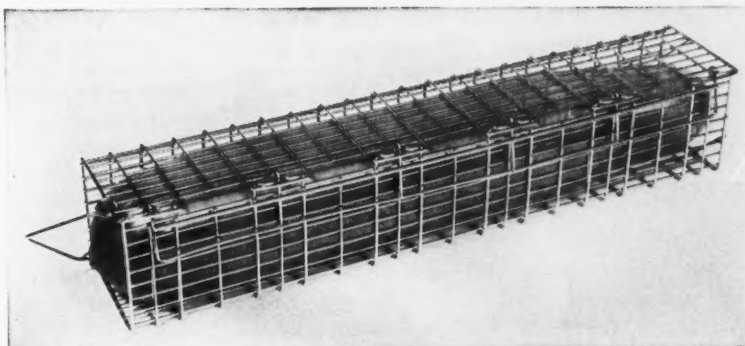


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**SETTING UP STAND-**  
ARDS procedure was a big job which the WSMMA accounting committee has just completed. Its work on standards is only one of the group's accomplishments in compiling an accounting manual for the use of the association's meat packer members.

ever, the main obstacle might be that few people can work efficiently for extended periods under 28° to 30° temperatures.

Another obstacle to plant packaged meats is customer opinion that such meats may not be fresh. You have seen evidences of this in the retail stores. Some post signs telling customers that meats are packaged on the premises. Others put clear glass between customer and packaging room so people can see the packaging being done.

Similar resistance has been offered on frozen meat items, but consumers gradually are becoming accustomed to the appearance of frozen cuts. The trend toward centralized prepackaging of frozen cuts seems to be moving at an accelerated pace these days. Whereas a few years ago, frozen food displays contained only one or two kinds of frozen specialty meat items, they now contain such meats as frozen pork chops and beef stew. In fact, some corner groceries now stock some frozen steak and roast items, and one of these days we'll probably find frozen meats sold in super drug stores and even in filling stations.

Current drawbacks to frozen meats generally are price and appearance. Customers are reluctant to pay more per pound for a frosted cut than for a like red fresh one.



**PACKERS LOOK OVER** the USDA livestock market reports sent out by teletype service to West Coast firms under a setup developed by Western States Meat Packers Association.

As indicated earlier, the price of frozen meats probably can be made competitive with fresh when the centralized plants get the right kinds of specialized equipment for handling really heavy tonnage. Also, when retailers are satisfied with markups on frozen meats that are about equal to the fresh. I don't mean to imply that the markup on frozen will be identical to the fresh product. In spite of all that is done there may remain some added handling costs. For example, we have found that when a section of shelving is replaced with a frozen food display unit, we lose 75 per cent of the former display space.

As to appearance of frozen meats, customers are getting used to seeing frosted cuts simply because they often buy fresh meats and then freeze them at home.

The trend toward frozen foods, meats included, is indicated by the substantial rise in home freezer sales during recent years. For example, we understand there now are around 8,000,000 home freezers in the United States. One source thinks one out of every six homes that are wired have some facility for holding frozen foods, such as either a home freezer or a freezer in the refrigerator.

The trend toward frozen meats also is evident from verbal discussions with retailers and processors all over the country. A substantial number have either started experiments or are contemplating doing so.

One problem they face is whether to change the standard retail cuts as we know them today and how far they should go with frozen meals.

Consider the new items that already have come along, such as fish sticks and ham sticks; then try to visualize totally different methods of preparing steaks or roasts prepackaged either fresh, frozen, or cooked or partially cooked, then frozen. Or, maybe complete frozen meals represent the big sales potential.

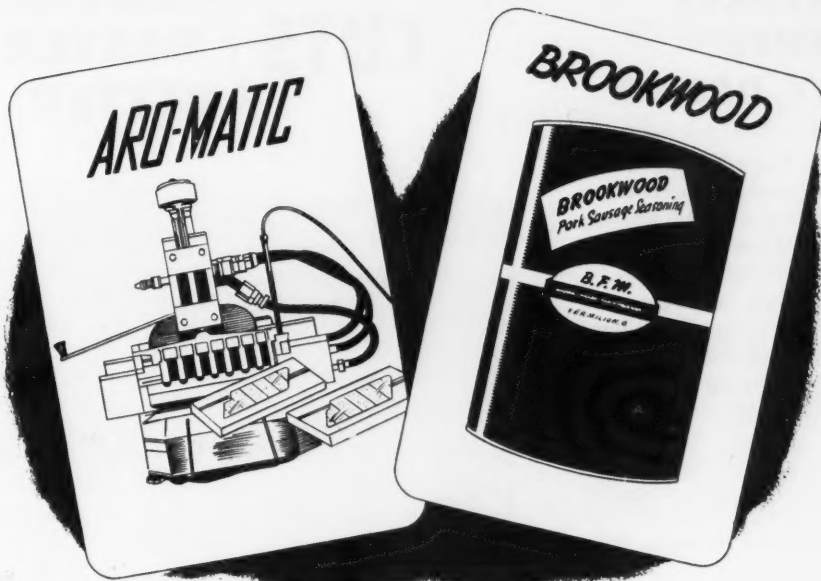
For example, Servel's Don Dailey cites a kitchen with a freezer of pre-cooked packaged dinners. He told a recent gathering that at mealtime all the housewife would have to do is press a button and the package would drop into a thawing and heating chamber. In a few minutes it would be ready for serving. He said it doesn't make sense for a housewife to take six different items out of a freezer and put them into six pots when it could be done for her.

To get a further picture of potential demands for

*(Continued on page 84)*



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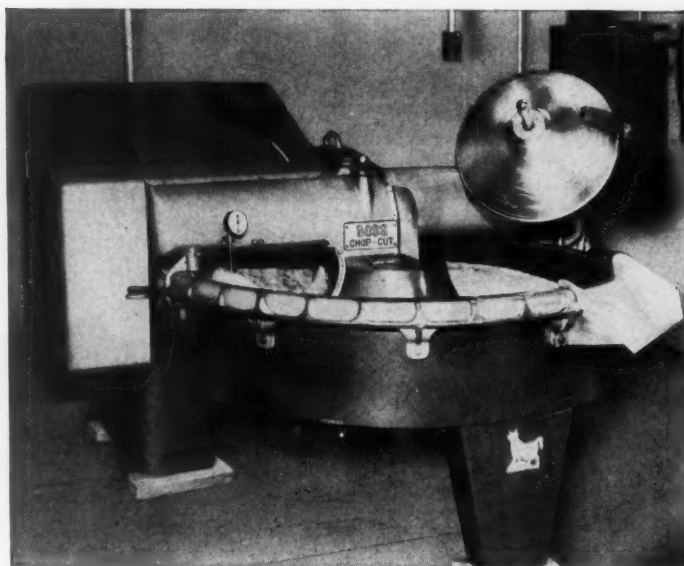
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# CHOP•CUT IS FASTER



THE *Cincinnati* BUTCHERS' SUPPLY COMPANY  
CINCINNATI 16, OHIO

(Continued from page 80)

frozen meats, consider what has happened in the poultry line. Until a few years ago, customers demanded fresh New York dressed poultry. Then frozen eviscerated packs came in, at a higher price per pound. Sales on frozen ready-to-cook turkeys started slowly, then jumped rapidly until now the eviscerated outsells the New York dressed by a wide margin in many areas. The frozen birds offer greater customer convenience and more consistent quality.

Another factor favoring fresh frozen meats and poultry is that they gradually are being divorced from the stigma of the term "cold storage." A few years back, this sometimes applied to products that had been slowly frozen or perhaps to an item that had been held too long before freezing and should have been thrown away. The trend toward fast freezing and quality control is rapidly overcoming the harm done on frozen foods a few years back.

Our conclusions on frozen meats are that since their sales importance is going to grow, the entire meat industry should cooperate in guiding them along. The job should be done right to avoid repetition of the reverses suffered a few years ago by the produce people in freezing vegetables and fruits. You will recall that some pretty poor packs were offered which gave the industry a temporary black eye. However, the packers shouldn't shoulder all the blame because we know many retailers lacked adequate storage and display facilities for the rapid transition to frozen foods that took place at that time. But some retailers still fail to understand that frozen items are to a certain extent perishable items. They require painstaking care in preparation, packaging, storage and display.

As a concluding point, packers, processors and retailers are wondering how soon still other methods of preserving fresh meats will be developed to a point where they can be taken over by the meat industry.

As you know, some foods already have been successfully preserved with radiation treatments. However, major hurdles must be overcome before such techniques can be employed commercially. In case you missed the article in the *Wall Street Journal* last July, you may be interested

in this brief summary. It said: "Don't start making plans to do away with your refrigeration. So far, experiments indicate that the first commercial application will be mild radiation combined with current methods of preservation to extend food life. Mild radiation is pasteurization rather than sterilization."

Another technicality cited is that the U. S. Food and Drug Administration will not permit radiated foods to be sold until there is definite proof that they have no harmful effects.

The article went on to say that hamburger patties have been held for as long as three weeks without any perceptible odor or flavor changes. However, full sterilization of meat products does produce undesirable odors and flavors. One fellow said the first samples smelled like a wet dog and tasted about the same. This problem probably will be licked with more research.

Estimates on food radiation costs range from less than 1/10c to 7c a pound. This includes a five-year amortization of one company's machine.

If these scientists are right, and commercial application does prove successful, "perishables" may become an almost obsolete word in the retail food industry. Shipping and storing of such foods as meats, produce, dairy and bakery products will see great changes and many of the retailers' problems in handling and selling them should disappear.

The third day after radiated fresh meat is cut, its surface turns a purplish or brown color due to the action of moisture and air. Sealing in air-tight plastic film might prevent this discoloration.

The day when meat is wrapped in plastic, radiated and kept indefinitely at room temperature may never come. The use of surface sterilization, however, is an imminent possibility. This would extend the refrigerated shelf life of prepackaged retail cuts to about two weeks.

Radiation can completely eliminate the danger of trichinosis in pork if the rays completely penetrate the meat. This development might increase pork consumption. It would make rare pork a safe delicacy.

Then we have reports on dehydrated beef. It can be stored at room temperature for two years without loss of flavor, according to University of California scientists. They have dehydrated beef steaks, roasts, chops and ground meat, using freeze-drying techniques. Tests on beef show that 75 per cent of the water can be removed with minimum structural and chemical changes. The meat is left a natural pink color and porous texture. When the water is put back, the beef cuts will rehydrate in two hours.

This all seems to indicate that meat processing and retailing methods will undergo substantial changes in years to come. Science is entering the food field to an even greater degree and it seems almost certain that scientific miracles are in the offing as much in our field as in the expanding fields of aerodynamics, electronics and chemistry.

Crawford Greenwalt, duPont president, recently said: "Progress comes only when someone, impatient with things as they are, has the initiative to make his dreams come alive."

That is what we must do today—take the initiative, if we want to retain or increase the business we have built up in the meat industry during recent years.



INTERESTING FILM? Spectators evidently think so as they view movie shown during hide session.



## THE HOUSEWIVES' VIEW



MRS. ROBERT MATHER, housewife  
from Oakland, Calif.

# Give Us More Facts, Better Packaging

**D**O YOU like meat for freezing?" "Do you think that the packer is responsible for the high cost of meat?" "Do you like to have your meat labeled by cut and grade?"

These were some of the questions asked of 3,100 California homemakers through May and June in an effort to obtain some information regarding consumer meat buying habits and preferences.

This survey was given to 7,850 urban homemakers in the San Francisco-East Bay, Sacramento and Fresno and Los Angeles areas through representatives of various organizations. These representatives attended training classes before giving these questionnaires and later met to discuss the results and make plans for a report.

A total of 1,350 rural and farm consumers was contacted by home advisors in 44 various counties. Due to the time limit, it was necessary for us to work largely through organized groups, and we feel that the majority of people contacted may have been in the middle income group.

We realize that this questionnaire does not give an entirely accurate picture since such a survey would entail a much more extensive study. However, the marked similarity in responses from all areas of the state, both urban and rural, does give some indication as to the trend of consumer buying habits, meat preferences and knowledge.

In addition to the information obtained on our questionnaires, informal comments were compiled at each group meeting. We feel that these comments will be valuable to the industry, since they give us additional and more personal preferences and opinions.

In tabulating the 3,100 questionnaires we obtained some interesting information. We learned that three-fourths of the homemakers contacted reported that they, themselves, do most of the meat buying for the family. The husbands of less than 10 per cent do most of it although nearly one-fourth of the husbands do some buying of meat.

Consumers were asked whether the shop at which they generally buy meat labels it according to cut and grade. They also were asked whether they liked to have the meat labeled by cut and grade. Consumers reported more labeling done in urban shops than in rural shops. They also expressed interest in having more labeling, especially grade labeling.

Consumers were asked to check the factors which were considered in buying meat. In order of frequency, they said they selected meat by grade, 55 per cent; family preference, 53 per cent; cost, 45 per cent; cut, 44 per cent; sanitary appearance, 27 per cent; short preparation time, 17 per cent, and the cut available, 13 per cent. Urban and rural responses to this question were remarkably similar.

We questioned whether some of these items such as costs and short time to prepare may be of more importance than a homemaker actually realized. Nine out of ten consumers felt that their shop handled meat in a sanitary way. However, 24 per cent of these customers felt that there were shops nearby which did not do this. Reasons checked, in order of frequency, were: poor appearance of meat, careless appearance of butcher, odor of shop, unattractive showcase. One woman apparently thought this was her chance to express her opinion so she checked all items and added, "And what's more, I don't like the butcher."

Of the 3,100 consumers contacted, more than half buy some meat for freezing. Of these, almost twice as many buy one-quarter or one-half of the carcass as buy a large quantity of the same cut. Very few reported using a home freezer delivery plan. As is shown by the chart, more rural than urban families own home freezers. The same is true with regard to the freezer-locker. The opposite is true in the case of the refrigerator storage unit since more urban families than rural families own refrigerators with a storage unit.

Three-fourths of the consumers replied that they could tell when meat had been inspected. Comments made at



HIGH JINKS, HIGH FLYING and HIGH NOTES characterized the entertainment at the dinner dance with which the ninth annual meeting of WSMMA ended on February 18. The NP table-hopping photographer viewed some association notables and their friends through his lens and then went on to catch Mexican troubador Tito Guizar (lower right) as he swept the diners into the refrain phrases of his rhythmic ballads, and then flashed the lady member (upper right) of comedy adagioists Anthony, Allyn and Hodges as she landed from one of her breath-taking, ceilingward swoops. In the top photo on the facing page the Helen O'Neill dancers vibrate, and (below) Calypso Joe and Coco-Te show a packer how to Mambo—or something.



meetings, however, definitely indicated confusion between inspection stamps and federal grade stamps, both of which are purple.

Women were asked to estimate how often they served nine representative items which were listed. Eighty-six per cent of the homemakers reported using ground meat two or more times a month; 75 per cent, poultry; 65 per cent, fish; 66 per cent, chuck roast; 65 per cent, wieners; 52 per cent, T-bone steak; 41 per cent, beef liver; 50 per cent, lunch meats. Tongue, as might be expected, was far down the list at only 6 per cent. Although poultry and fish ranked second and fourth, it should be remembered that these represent distinct classes of foods, while the others on the list are single examples within the meat class.

Statewide, nearly half the consumers reported that they usually buy their meat from an unwrapped display in a showcase. Approximately one-fifth reported buying usually at self-service markets, and less than one-third

usually have their meat cut to order. There was some variation in areas, however.

Urban and rural homemakers rated almost identically the importance of certain factors in determining the price of meat. These were, in order of priority: supply of meat, season of year, demand for meat, costs of labor, costs to dealer, type of store, location of store, cost to farmer, service expected by public and cost to packer. The position of some of these items in the order of importance indicates a lack of understanding on the part of the public. Consumers fail to recognize, for example, the added cost resulting from services which they demand.

Nearly three-quarters of the homemakers said that food value is important to them when buying meat. Many of these people, however, may not know the relative nutritional values of various kinds of meat. Indications are that many consumers do not have a clear idea regarding the factors to look for when selecting meat. Approximately 30 per cent of the homemakers contacted felt that white fat was important, but this is not true. Five per cent felt the same about a thick layer of fat; fat distributed through lean, 57 per cent; meat bright red color, 48 per cent (and we know that color is not a major factor); fine grain, 43 per cent. Miscellaneous comments totaled 7 per cent.

In comparing the summary from the total urban area with that of the total rural area, we found that there was a marked similarity between the two groups in regard to many of their meat buying practices. As might be expected, there was some difference between the two groups regarding the amount of meat purchased for home freezing, as well as the type of freezer equipment owned. Both groups showed a lack of fundamental knowledge regarding factors which contribute to meat costs and important things to consider when selecting meats.

In summarizing the informal comments and suggestions which were made (both written and oral), we found that they fell into two main groups, packaging and butcher-customer relationships.

In all areas the largest number of comments was in relation to packaging of meat. Some people gave very definite reasons for liking it. They felt that it was convenient to buy, of good quality, had a sanitary appearance and that a wide selection was available.

There are many objections to packaged meats, however, including:

- (a) We like to see both sides. Frequently bones and fat are hidden underneath. Chops and bacon are especially misleading. Ground meat is often not good because of extra fat and water.
- (b) We frequently question the freshness of meat in packages.
- (c) Packaged meat sometimes has an off-flavor or bad odor and has apparently spoiled. We often have had to return meat to the shop; this is especially true of liver.
- (d) Some people feel it is more expensive.
- (e) Arrangement of meat (such as chops) in a package interferes with being able to see entire contents of package. This also is true of some roasts.
- (f) Some people feel that the meat takes on the flavor of cardboard.

Suggestions made regarding packaging are:

- (a) Use transparent wrap on both sides of meat.
- (b) Omit cardboard or paper used in packaging, in-





cluding prepackaged luncheon meats.

(c) Where feasible, such as with chops, use a single layer so entire contents can be seen.

(d) Have more variation in sizes of packages, including chops and roasts.

(e) Package should be dated.

(f) Cost per pound, weight and total cost should be included on same label with date. Keep label as small as possible.

There were many comments made with regard to butcher-customer relationships. A number of people reported having a great deal of confidence in their butcher.

A lot of women ask the butcher how to prepare meat.

Other people felt that the butcher could be more cooperative. Comments from this group included: "Some won't tell you the grade of meat even when asked." Some want the consumer to buy meat already in the case and are not willing to cut a special piece. Many butchers do not know the correct ways of cutting or displaying. Some butchers won't give you the chops out of the middle of the show case.

Additional comments frequently made were: "I didn't know how little I knew about meat." "Most of us would like to see lower meat prices." "If all butchers used the same names for cuts, and cut the meat the same, it would be very helpful to customers." "We need evening and Sunday sale of meat for benefit of working people."

Homemakers also question the quality of "Specials" or "On sale" meat. It sometimes is not the same grade as usually handled; it may not be fresh, and stores sometimes advertise when they have only a small quantity.

Many didn't know there was a season when it is better to buy certain meats. For sanitary reasons those surveyed also would like to have someone other than the butcher handle the money. We think that some meat which has been previously frozen is sold without being labeled as such. We need uniform grading of meat.

Occasionally a single comment was made which to us seemed to be especially interesting. We felt that these might have some significance to the industry also. A few of these were:

"Our butcher has day-old packaged meat at one end of the counter. He sells it at reduced prices, and it moves quickly."

"Our self-service market has windows behind the show case so we can see the meat being cut and wrapped in the back. It looks so neat that we feel sure it is sanitary."

"Inspection and grade stamps are often blurred and impossible to read."

In summarizing the questionnaires and comments, we found many similarities between urban and rural group responses. We feel that the reason for this may be due in part to the fact that no fine line can be drawn between the two groups.

Rural people now have easy transportation to larger shopping centers and they frequently do the major portion of their meat buying there. Better communication between urban and rural areas, and better transportation, have resulted in similar patterns of living.

We feel, too, that we may have obtained a less accurate picture of rural buying habits because the questionnaire was originally prepared to use only with urban groups. Summaries of the questionnaires and of the informal comments may indicate situations which are somewhat mis-

leading. Undoubtedly, some answers and comments were based on popular opinion rather than on accurate information. However, these beliefs play an important part in consumer shopping habits and, therefore, have significance for the industry.

The need for an educational program on meat has been brought out in several different ways. The questionnaire summaries revealed loopholes in consumer imagination. This is one place the packer can work with the other segments of the industry in order to eliminate such erroneous ideas as the belief the packer is making too much money.

Informal comments showed that we recognize our own lack of knowledge. There were many requests for help in the areas of meat selection and use, particularly in relation to the cheaper cuts. There was confusion between grading and inspection, also.

Misinformation regarding both nutritional values and guides to follow in the selection of meat point up the importance of carrying on an educational program based on accurate information.

It is felt that an educational program based on accurate information will develop better understanding on the part of consumers. We will be able to spend our meat dollars more intelligently and should profit nutritionally. Cooperation between the consumer and the industry should be of mutual advantage.

We feel that the industry and the agricultural extension service can both take part in future educational services for the public. Some of the possible ways of doing this might be through the preparation of literature which would be available to everyone, slides and movies for loan to groups, speakers to be available for meetings, training of butchers to give help to customers, charts posted in butcher shops, special helps on nutrition and the use of cheaper cuts of meat. Advertising and news articles through newspapers, radio and television would make it possible to reach many people who might not otherwise be contacted.

There were several recommendations made by the consumer group and submitted to the livestock and meat market steering committee for further study. These are:

1. Whereas there is confusion between inspection and grading stamps due to the use of the same color, it is recommended that the inspection stamp be purple and the grading stamp be brown or some other color acceptable to the USDA.

2. Be it resolved that it be made possible for the consumer to purchase fresh meat during all hours the stores are open, including evenings and Sundays.

3. Be it resolved that uniform grading be required of meats sold in retail stores in California.

A consumer suggestion that met with varied opinions within the committee is that it would be a help to the consumer if the brand names were explained in terms of USDA grades. This does not mean it is necessary to give up the brand name that has taken years to establish but rather to devise a method whereby the consumer will know the grade of meat being purchased.

We of the consumer group feel that we have become more aware of our problems, as a result of having cooperated in this livestock and meat marketing program. We are looking forward to better and closer cooperation with the industry in the future.



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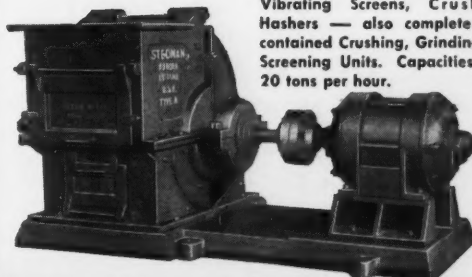
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NELSON R. CROW, publisher, "Western Livestock Journal."

# West Improves Beef Quantity, Quality

**T**HE livestock business is the oldest industry in the far western country, dating back to the days when the Mission Fathers first brought cattle, hogs, sheep and horses to the California shores nearly 200 years ago. It is amazing to recount the drastic changes that have taken place in livestock production during the past 25 years.

For more than a century, cattle were raised on the Pacific Coast mainly for the value of the hides and tallow; sheep largely for the value of the wool. Today, the value of the hide is but a small fraction of the total cost of a steer.

The change from raising cattle for beef instead of for the hide brought changes in production, because as human population increased on the coast, there has been an increase in the demand for beef. No longer does the cowman need to breed the kind of cattle that can travel long distances between water holes, with sharp horns to beat through the brush. As the demand for meat increased, and the price of cattle also increased, the good cowman has bred up his cattle with high quality, registered beef-type bulls, so that his animals carry a maximum of meat "in the right places."

We hear about the breeder who pays \$10,000 or even \$50,000 or more for a bull. Unless you have an understanding of the cattle business, you may think he has more money than he knows what to do with. Yet if a great cattle breeder could develop a bull that produces steers that yield 50 per cent ribs and loins, that bull would be worth a million dollars to the beef cattle industry; that is, providing the bull can walk, climb the rugged hills and utilize grass.

The greatest change in the cattle business in this western country has been the development of feedlots and feedlot finishing. The scientific feeding of beef cattle has given our western consumers an abundance of the finest beef available anywhere in the world.

It has meant a great deal to the West's agriculture, for the cattle feeders are providing a cash market outlet for

thousands upon thousands of tons of alfalfa hay, barley, corn and other major farm crops. Last year, California cattle feeders finished more than 1,000,000 cattle in feedlots. Figuring that the average cost of feeding amounted to 60c a day for a 100-day period, that means a \$60,000,000 market for farm produced feeds. In 1955 many more cattle will be fattened in the state. In the seven western states, this may well mean a new \$200,000,000 market for farm produced feeds—a market that didn't exist 25 years ago.

The western livestock industry, however, is still based upon a grass economy.

The grass on the millions of acres of range land in the West would have no economic value if it weren't for the cattle and sheep that convert grass into meat. What a job the stockmen are doing in producing an ever increasing supply of meat for the ever increasing population. In 1920, there were only about 2,000,000 cattle. The carrying capacity of western range lands has been increased by better management, better management of pastures, the introduction of irrigated pastures, range and pasture fertilization, and supplemental feeding. All of these things have helped to reduce the cost of beef production and give the consumer a vastly improved product at a reasonable price.

Western cattlemen have increased the efficiency of their cow herds and have increased calf crop percentages by 5 and 10 per cent through supplemental feeding of a salt and cottonseed meal mixture. They have increased meat production per acre by chopping green alfalfa, in many instances producing as much as 1,000 lbs. of beef per acre. These and many other practices have helped to reduce the costs of beef production.

The cattleman has never wanted price supports from his government. He doesn't want the government to guarantee that he won't go broke, nor does he want the government to tell him how to run his business. He wants the law of supply and demand to establish prices; he doesn't want the government to tell him what he is to

get for his cattle through the guise of price supports.

You know, and the cowmen know, that the consumer is the one who must be satisfied, because under our free enterprise system, the consumer establishes the price of cattle by her purchases of meat.

It is a great tribute to a great industry that with our all-time records in livestock slaughter and the largest per capita production of beef in history that all of this meat has gone into immediate consumption. It is a tribute to the splendid job of merchandising by the packers and especially by the retailers, who have cooperated wholeheartedly in beef promotion.

It is estimated that the entire industry, including the retailers, packers and producers, spent something like \$40,000,000 in 1954 in advertising meat.

Cattlemen are aware of the need for following through in assisting in public education through advertising and other forms of promotion. Not so long ago, the cowman felt that when his animals had crossed the scales, his interest in the transaction had ended. But he has come around to the idea that there is need for some further cooperation with others in the industry.

So during the past year or so, the subject of beef promotion has been uppermost in the minds of cattlemen, and sheepmen as well, at all of the local, state and national conventions. In California, the cattlemen with other segments of the industry, have organized the California Beef Council as a means of raising funds on a voluntary basis for beef promotion. Most of the other western states have formed similar councils. At the recent convention of the American National Cattlemen's Association, definite steps were taken to form a National Beef Council for the purpose of beef promotion, and cattlemen will meet with packers and retailers and cattle feeders later this month in Chicago to set up such a national council.

Everyone in the industry agrees that the present stable position of the cattle market, and the broad demand for beef, has resulted largely from the efforts of all segments of the industry. The women on the cattle ranches, through the Cowbelles, are enthusiastically boosting beef consumption over the radio, television, through newspapers and through various organizations. You can't discount the effectiveness of this personal effort.

In my acquaintance with thousands of cattlemen throughout the country, I can see no disposition to cut down on cow herds. Given a few years of favorable weather conditions, there is every reason to presume that the national cow herd will increase in size and in production of calves. In other words, cattlemen believe in making the most efficient possible use of their resources. They want to produce beef as economically as possible and give the consumers all of the beef that can be absorbed at prices that are reasonable in relation to their food products.

There is no surplus of beef in the minds of consumers who are buying every pound of beef as rapidly as it is made available.

Cattlemen generally would like to see the present stable price situation continue. Among the many cattlemen with whom I am acquainted, there are few who anticipate or actually desire a return to the relatively high prices which followed the outbreak of the Korean War. They would rather do a volume business, with

efficient production practices, and maintain their present highly satisfactory relations with consumers. They don't want beef to ever be considered a luxury.

Your own organization (WSMPA) is working with western colleges and with the government on important research projects which may help to tenderize beef; to solve the marbling problem; to prove that Choice beef is Choice beef whether fed in the West or fed in the Corn Belt, and on the use of animal fats in livestock feeding. All of these things can mean more money to the entire industry and a more satisfactory and more economical food for the consumer.

Cattle feeders are doing a magnificent job in cutting their costs. Taking a cue from the use of antibiotics in the poultry industry, cattle feeders are experimenting with new additives, such as stilbestrol, which may materially cut costs of putting on beef gains.

It seems to me that meat packers, as well as retailers, are facing changes which might materially improve meat merchandising.

More and more, the great super markets are commanding a larger and larger percentage of the meat trade, especially in the large centers of population.

Women would appreciate more printed matter, explaining how various cuts should be cooked; they want recipes; they need to know more about your product if they're going to buy what you have to sell.

Meat packers, retailers and all concerned with the welfare of the cattle business have a real job on their hands right now. Cattle feeding has grown by leaps and bounds on the Pacific Coast. Because so many new commercial feedlots, as well as farmlots, have gone into cattle feeding during the past year, it is doubtful if any estimates as to the numbers actually on feed are correct, and those who say we have 32 to 40 per cent more cattle on feed in California are probably on the conservative side.

In the Salt River Valley and the Yuma area in Arizona, there are reported to be about 167,000 cattle on feed, a substantial increase over a year ago. The Yuma area, for example, has many new feedlots, with 60,000 cattle on feed as compared with 25,000 a year ago. Idaho is expanding its feedlot finishing and, to a lesser extent, cattle finishing is expanding in Oregon and Washington.

We have a big volume of Good and Choice cattle to market during the next 90 days, largely from California and Arizona.

Instead of bringing in fed cattle from distant areas, we have come to a point where California is actually shipping both finished cattle and choice beef to eastern outlets. The flood of high quality beef has had much to do with stimulating sales in the West. Californians eat more than 100 lbs. of beef per capita, 22 lbs. above the national average.

It is important, not only to the cattle producer and the feeder that prices be maintained on a stable basis, but to the packer because if the cattle people make a fair profit, it means stability in supplies. It is important to the consumer, because a stable market guarantees that the consumer will continue to get plenty of meat at fair prices.

These are days of terrific competition for a share of the consumer dollar. Whether it be automobiles, tele-





PROF. WILLIAM A. SPURR, School of Business, Stanford University.

## Decade of 'Remarkable Growth' Ahead

**T**HE function of the business forecaster is to peer into the working vistas of the future. The usual opening remark is to say that "Never before have conditions been so difficult to foresee, that the situation is obscured by many factors."

I think that is not quite so true now as usual. Actually, the outlook is somewhat clearer than it has been at any time in the last 18 months.

During 1954 we had a sort of slow rolling recession, and it was very hard for the forecaster to call the turn, to determine how deep the recession would go and when it would abate.

Now we have very definite and good evidence of a sustained upturn since about last September. We can look forward with a little more degree of assurance than in past months, and with a degree of mild optimism on the outlook for 1955.

I would like first to talk briefly about the course of

business during the last 10 years. It has been quite significant.

Second, I will cover the outlook for the coming year.

Third, and what I consider to be more important, is the outlook for the next 10 years. Finally, I would like to distinguish between the regional outlook here in the West and that in the nation as a whole.

You recall that the principal problem of our economy has been the recurrence of business depressions. We have had a series of them, culminating in the depression of 1932. One of the great principles of Karl Marx, which still is adhered to by the Communist government, is that the principal weakness of capitalism is the tendency toward increasing depressions, finally culminating in one which will wreck the capitalistic system.

After 1930 many people worried as to what the next depression would bring.

The 30's were followed by recovery and war prosperity,

vision sets, home appliances, or some variety of food, each of us is attempting to please the prospective buyer, and get a fair share of the dollars he is spending.

We have the product that everyone wants and no one ever tires of; the price is right, too. But the "Meat Team" must do a real job of merchandising and selling to hold our place.

There are many ways in which all of us can improve our profits. One way would be for everyone in the cattle business and everyone in the meat business to insist upon leather upholstery in our cars. If every one of the hundreds of thousands of people on the "Meat Team" ordered leather upholstery in our automobiles, you wouldn't be selling your hides for less than 10c a pound.

Why not encourage the giving of attractively packaged meat as Christmas and birthday presents? My own firm has for years given meat to employees for Christmas.

The "Meat Team" might well advertise meat as the

most appropriate and most acceptable gift on Father's Day.

We need greater outlets for the least expensive cuts of beef, yet with 10,000,000 working housewives, the meat dish must be something that can be cooked on top of the stove in a relatively short time. The meat industry is doing a great job in selling frozen meat pies, delicious and inexpensive canned beef and vegetables, beef stew, etc.

There is no panacea which will guarantee a profit to the inefficient and the lazy operator—and the rank and file of cattlemen will be the first to agree that they want no such guarantee from the packers or from the government.

All of us may well be proud to be associated with the livestock industry and with agriculture, and our miracles of food production which provide us with the highest standard of living on the face of the earth.



**ARMED FORCES** and their suppliers, the beef boners, get together to discuss mutual problems at committee meeting. West Coast boners ably fill Army, Navy and Air Force needs in Alaska and the Far East. Among those participating were Col. Russell McNellis; Robert Graf, QM Food and Container Institute; grading chief Fred Beard, and Paul C. Doss, QM Market Center System.

and since then we have a record of 10 years to ponder over.

We now have had three recessions, but the remarkable thing is that each one has been curtailed in its early stages. We actually have gotten away scot-free from any serious depression.

Immediately after World War II, the first of these recessions occurred in the post war readjustment period, late 1945 and 1946. At that time many economists, including some in the government, forecast a rather severe depression.

Consumer demand picked up and 1946 turned out a very mild recession followed by a prompt recovery.

Next, in 1948 came the sign of a familiar slump. The trade cycle people conceded the deepening shadows of the coming recession, and again the economists worried as to whether this might lead to a postwar depression.

In 1949 the mild recession was terminated quickly and a pronounced recovery was made even before the Korean War hostilities which followed in June of 1950. Finally, the third recession began about July, 1953, at the end of the Korean War.

Then, the drop in government defense purchases and business investment in plant and equipments brought about a liquidation of inventories and also a very sharp curtailment of production. The recession carried to the latter months of 1953 and early 1954. It seemed to hit a fairly level bottom and throughout the first nine months of 1954 we had a recession that actually proved to be the mildest in recent history. By September it had run itself out.

Since, we have been in the very happy situation of having operated at quite a high level and without major cyclical declines.

I would like, however, to throw in this word of warning; while great progress has been made toward reducing the severity of a depression, we have not yet proved we can prevent a major depression.

Now, what were the factors which dominated spending in 1954? First, a decline in government spending for the national defense. Second, a decline in business inventories and a liquidation of inventories which continued throughout the year, at least until November. Third, business expenditure for plant and equipment, which is typically one of the principles and phenomena of business confi-

dence, declined mildly from the previous year's level.

Under normal circumstances that would have marked the beginning of a fairly typical business recession which might have run down for a year to 18 months and produced a considerable set-back in the level of business. But, 1954 was marked also by two very favorable forces. One was continued spending by the public, and the second was the new heights scaled by the building construction industry, residential building in particular. While you are all affected by supply factors, in the long run the price and the quantity of meat or other products sold depends on the size of the population and on the purchasing power of the population as well as its willingness to spend money on meats and other items which are not absolute necessities.

In 1955—and I might say that since September, 1954, the balance of the two factors mentioned above dominates the early outlook for 1955.

First, this troublesome liquidation of inventories, which was pretty common and severe during 1954, has been terminated. At the present time, apparently, there is some accumulation of the inventories so that the important big swing in business spending has now turned over to the payroll side.

But, in the business sector of the economy this recovery



**AUDIENCE** performs with varying degrees of attentiveness in this mood-revealing photo taken near close of Beef Session.

of inventories is being partially counter-balanced by some further decline in business expenditures for new kinds of equipment at a volume which seems likely to persist during the year.

Concerning government spending, there is again a fairly good balance in the present outlook. The federal government expenditures are likely to decline slightly during 1955. There may be a balancing of the government cash budget in the year beginning July 1, 1955, but any spending decline is likely to be counter-balanced by an increase in state and local government expenditures.

The requirements of the increasing population are so great for schools and highways and other things that state and local governments will need to increase spending substantially.

Besides business and government, consumers, too, have indicated so far their willingness to spend more to increase their rate of spending as compared to 1954. The automobile industry has had a big beginning this year. Consumers are buying cars. Even more important, the residential building industry is moving up to what looks like an all-time peak this year, surpassing the peak reached last year despite the forecast. Consumers are spending a slightly larger portion of their income so that their rate of savings is down. Whatever the decrease in savings might be for the individual, the economy as a whole is considered fairly favorable.

In the aspect of the economy primarily affecting the meat packing industry, the outlook generally is mildly favorable. Some increase in expenditures seems to be forecast, and the general atmosphere or the psychology of business seems to be favorable.

One measure of proof is the stock market which discounted the recession last year and built itself up to very high levels, indicating considerable optimism, perhaps over-optimism about the future of earnings.

Another is the sentiment of people like myself, people who try to guess about the future. The consensus of business forecasters at this time in the government is for a restrained optimistic outlook.

In total, then, the general outlook in 1955 is for fairly good recovery, at least during the first half of the year, possibly leveling off in the second half, but a general level of buying and business activity which will be in excess of the 1954 level and probably very close to the all-time high reached in 1953.

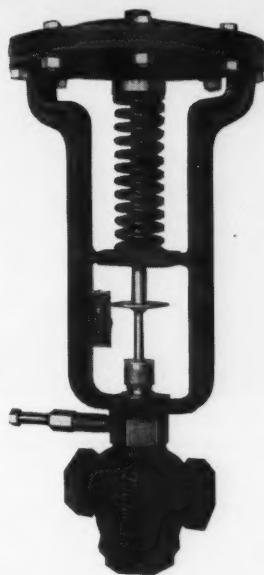
I would like now to go on to the long term outlook, because in many ways it is more significant to appraise the long term trends than to try to guess the cycle movements of the coming year.

So many capital expenditures require the long term view. So many things take a long time to build, plants, new distribution facilities, public works, etc., The basic factors of growth in this country are two, and they affect the meat packing industry. First is the basic upsurge of population which has been so marked in recent years. We have had a real revolution in the birth rate which had declined for an entire century until it moved upward during the pre-war '40's and very surprisingly, against all the best guesses of the economists, has maintained itself at an astronomically high level since the war. It reached an all-time peak of over 4,000,000 new births in the year 1954 alone.

We have a tremendous crop of babies who will move

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— MEAN —

### **ACCURACY FIRST**

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"HOPE SHE COMES DOWN in one piece," gasped the audience as one of the dinner dance entertainers soared.

up through the stages of elementary school, high school and who will create new markets. Of course, the more mouths to feed, the more meat will be consumed.

An even greater and more important factor than population is the sustained rise in productivity, the amount of goods that a man can produce working in one hour.

Thanks to the development of machinery, technology and especially industrial research, in developing new products, better methods of management and distribution, the output of a male American worker continues to increase at a rate which the forecasters in the past would never have believed possible.

Over the first half of the century, roughly, the output of a man in one hour increased about 2 per cent per year. That might not seem too much, but over a great many years the increase in productivity has become tremendous.

Far from leveling off, this productivity seems to be



HAPPY DINERS tucking away a good cut of beef at the annual dinner dance.

increasing. In the years since World War II the increase of output per man hour has been close to 4 per cent per year. This tremendous production drive will improve consumer purchasing over the next 10 or 20 years, perhaps as far into the future as we can see. The total production of an economy is the product of population times production per person.

What are some of the figures that we might cite to indicate, roughly, the order of expected growth? In comparing the estimated situation in 1955 with 1965, a congressional economic committee expects a 16 per cent increase in population and an increase in production per capita of 23 per cent. These two factors multiplied mean an increase in total production, as measured by gross national product, of 43 per cent in only one decade. That's an economy that is capable of almost doubling its output at the present rate of growth in a single 10-year period.

Now, how does that affect the West, and is the outlook for the West similar to that of the country as a whole? The growth of productivity here is much the same as for the nation. Technology in the use of machinery moves ahead at about the same rate. But the fact that differentiates the West from the rest of the country is the factor of fundamental population increase. Not the birth rate, which is roughly the same here as elsewhere, but the migration, the movement of people into the western states from the Midwest, northern states and other areas.

The movement of people from the overcrowded areas of the world to the less settled and less crowded and sometimes more pleasant places in the West, has continued over a very long period.

The westward movement is not just caused by war or short-term circumstances. It is the inevitable movement of large numbers of people pouring into our western states at a rate which is not only great but which gives every promise of continuing.

Of course, migration fluctuates with prosperity. It tends to move up and down with the business cycle and national income. It also moves up in time of war and down somewhat in postwar periods.

Nevertheless, migration is continuing and it tends to make the West grow in population at something like twice the national rate of growth.

While the U. S. population is expected to rise by 16 per cent in the next decade, the population of California should increase by about 30 per cent.

If we multiply the 30 per cent increase in population by 23 per cent in output per man hour, we have an expected increase in the output of California of 60 per cent in the next decade.

The errors that have been made by past forecasters in this region have been almost entirely those of over pessimism. This is one area in which the chambers of commerce continually hit the prospects too low because they don't see the amount of growth that is taking place.

Taking the long view, looking at the entire century of growth and the practice that makes for further growth, it seems to me that the outlook is for increased markets for your products and increased buying power which will make people consume more per capita throughout the foreseeable future. I see a decade ahead which will be remarkable, which will surpass all past records in its rate of growth and in its influence on the meat packing industry.





COL. RUSSELL McNELLIS, Paul Doss of QM Market Center System; Nate Morantz, WSMFA chairman; Henry Kruse, meeting chairman; Louis Nohl of California Cattle Feeders Association, and USDA grading chief Fred Beard participate in the hearty discussion of grading and other problems at the beef committee session.

## Grading Views Told at Beef Session

### Need Industry Wide Educational Program, Beard Says

**T**HE IMPORTANCE of the federal meat grading service to the western livestock producer, feeder, and packer may best be shown by comparing the tonnage graded on the West Coast with that of the nation as a whole. In 1954 we graded, in round figures, 5,707,000,000 lbs. of beef, 336,000,000 lbs. of veal and calf, and 251,000,000 lbs. of lamb. Of this total for the entire country, the West Coast graded 18½ per cent of the beef, 12 per cent of the veal and calf and 40 per cent of the lamb.

Another figure of probable interest to you is the rather constant number of graders—350 exclusive of the supervisory staff.

In the Pacific states we have 64 graders and 8 supervisors, including three main station supervisors and five assistant supervisors. Then, of course, there are the six assistant national supervisors who rotate in their tours through the West reviewing the grading.

Thus, you see, for the western section we have about one resident supervisor to every eight graders. It doesn't necessarily follow that a supervisor sees each grader only about once in eight days. As a matter of fact, I doubt the grader farthest distant from headquarters is visited less frequently than once each week. The work of those grading in the cities is reviewed many times during the week as is the grading which arrives from outlying points.

Local supervisors review all grading in their assigned areas regardless of where it was performed. They wire in to Washington reports of misgrading performed by others than their own staff. We notify the proper supervisor as to the nature of misgrading and he, in turn, places a close watch over the work of the involved grader in order to

expedite the needed corrections. We find the applicants for the service are most cooperative in calling attention to misgraded meat which they observed in various establishments.

The assistant national supervisors are in almost continuous travel visiting the main stations and many of the substations, reviewing the grading, correlating with the local supervisors, and visiting with the applicants.

It is the responsibility of the main station supervisor to keep his men grading uniformly in accordance with standards. Likewise, it is the responsibility of the assistant national supervisors to maintain uniformity in grading between the different stations. The thoroughness with which the assistant national supervisors do their job determines, to a very large degree, the uniformity in the grading nation-wide. To enable these assistant national supervisors to perform their job properly, they are called together frequently for conferences for the purpose of checking their interpretation of the grade standards, and for correlating their grading one way or another. The more critical and discretionary points of the standards are discussed and fitted into the grade pattern as a means of developing unanimity in their decisions.

One such conference has just been concluded in Chicago. Furthermore, travel itineraries of these assistant national supervisors, which incidentally are outlined and assigned by the Washington staff, are so planned as occasionally to have two of them meet at a station for the purpose of exchanging information and correlating their grading as well as checking the work as carried on by the local supervisor.

Exchange of information relative to consistency in grading by the field staff is a continuous process and is carried on between the Washington office and the traveling supervisor, and to a lesser extent, with the main station supervisor.

Each assistant national supervisor arrives at a main

station fully informed as to all irregularities reported as to grading; difficulties with or complaints from applicants; laxness in supervision, or any other omission or remission.

During his stay, all points in his memo are checked and he takes notes as to others and the corrective action taken. All this he reports in writing to the national office before proceeding to the next stop. He is supplied currently with instructions from the national office so there is no delay in proceeding with assignments.

Despite all these precautions, training, briefing, instructions, etc., occasionally mistakes in grading are made which we intercept; and, furthermore, members of the industry in one or more areas are always voicing dissatisfaction with the grading. In other words, there is no time when everybody is satisfied. Obviously, due to competitive interests, dissent is the order of the day, hence disagreements are always anticipated, and, for the most part, are not particularly disturbing to us.

I must admit, however, that on occasions when we think the contestant is unreasonable in his demands, we sometimes show signs of impatience. Some of the disagreements are wholesome and in the interest of proper grading; some are justifiable complaints, and the dispatch with which we apply corrective measures bears witness to our sincerity of purpose.

However, far too many are founded on rumor and have no basis for support as determined by subsequent investigation. Unfortunately there are instances where errors on the part of a grader will necessitate a corrective action resulting in repercussions to the packer, market, or the trade, and temporarily disturbing, if not upsetting, all agencies involved. These are the kinds of misgrading that are most perturbing to us since we are responsible for their origin and regrettably are unable to remunerate. Then there are times when sustained tense pressures against the grading service are so great that it is difficult to intercept errors in grading in the initial stage or to effect an immediate corrective action.

Graders are equipped with excellent standards supported with color photographs as guides. This material is equally available to the trade. Therefore, one might think that the grader would have comparatively little trouble in staying within grade limitations. However, it is not so easy, especially when livestock, shortchanged at the feed bunk, arrives at the meat plant with exterior indications of high quality which prove deceptive when not supported by interior characteristics of the grade expected. Instances such as these usually are argued by the applicant on basis of investment or cost or superficial aspects rather than on the merits of grade. Consequently, it becomes extremely difficult to explain decisions in terms of and supported by the standards.

In connection with this type of packer disappointment, we encounter the problem of grading before the carcasses are chilled sufficiently to display the grade characteristics. This is a practice that is becoming increasingly prevalent among some of the smaller packers. It has developed from the practice of graders endeavoring to cooperate with the packers who are attempting to empty coolers as early after slaughter as possible in order to provide space for additional slaughter. Such procedure in grading requires repeated examination of the carcasses for grade, often accompanied by development of impa-

tience on the part of the packer, and also the dissemination of grading reports based on incomplete or partial grading of lots, thereby evoking unjustifiable criticism by the buyers, the marketing agencies, and the producers. Incidentally, there is a very simple cure for all this type of disturbance and it may have to be applied unless the practice subsides.

It has always been our sincere belief that much of the difficulty associated with grading could be alleviated through a better understanding on the part of livestock producer, packer, distributor, and consumer, as to the interpretation, application and limitation of the grade standards as guides in determining precise segments of the range of excellence in both live market animals and meat derived therefrom.

A solution to the problem could take the form of an educational program where groups of financially interested parties would confer with agency representatives of market news reporters, meat graders, and consumers for the purpose of becoming better acquainted with the physical characteristics, and something of their relative value in formulating a grade. It must be recognized that grade standards for naturally produced commodities, such as meat and livestock, are not and cannot be models of clarity. They are viewed by some as containing much nebulous language, which opens the way for divergent interpretations. We have observed that living and working together with standards has a way of molding common understanding; it tends to develop concessions of

## Choice Hindquarters Turn Out to Be Commercial Cow Instead

An instance of misgrading was cited by Louis Nohl of the California Cattle Feeders Association at the beef committee meeting. A summary of his statement follows (see facing page for comments by Fred Beard, chief of the standardization and grading branch, USDA):

A Phoenix packer received a shipment of 50 U.S. Choice hindquarters from a Los Angeles jobbing company. On receipt, 37 of these hinds were rated as U.S. Commercial cow by the resident U.S. grader, the plant's own grader, a national grading service supervisor and a supervisor out of Los Angeles.

The Los Angeles office of the grading service reported that it couldn't be determined who had graded the hindquarters, whether it was somebody outside or inside the grading organization, or where they had been graded.

"If this kind of grading continues," said Nohl, "it is costing the feeders and packers and the public a lot of money."

Nohl then went on to ask Fred Beard whether the grading service had been able to find out where the stamping of the hindquarters took place, irrespective of who did it.

"It seems to me," he declared, "that one of the best things this industry could do would be, if it is necessary, to have the rules and regulations changed so that grading is done where the cattle are slaughtered. It might eliminate a lot of this stuff that is going on now."

thought, thereby alleviating much confusion as to their interpretation.

Recognizing the importance of these things, full advantage is taken of every opportunity consistent with available manpower and funds to delineate information that will enhance our knowledge concerning grade and grading. Members of our grading staff appear before groups representing different segments of the industry to discuss and demonstrate the interpretation and application of grade standards.

A consumer education program, covering selection and utilization of meat by cut and federal grade, was launched in 1948. During the year 1954, the program was presented in 30 cities and 22 states involving approximately 75 personal appearances and 60 radio and 90 TV programs. The department used pertinent parts of this program in connection with the 1954 beef promotional campaign. A movie emphasizing the selection of beef by cut and grade was made and shown on 110 TV stations. Also, 30,000 copies of the leaflet explaining U. S. grades for beef were distributed during the year.

Another phase of our work, of direct interest to this group, is the assistance given to private, city and state institutions and procurement agencies in the preparation of purchase specifications covering, in many instances, 160 different meat items. Twelve such sets of specifications were prepared within the year. There is also the preparation of federal specifications on meat and meat

products used by federal procurement agencies.

As to our research work, one project of special interest to many of you is a study to determine the wholesale and retail cut-out yields from various weights and grades of beef, calf, veal and lamb, and mutton, and the relation of such yields to grade factors of conformation and fatness. The data will include cutting tests on some 800 carcasses. We have proposed a project which has for its purpose the development of basic information on the quality factors in beef and pork and calculated to either confirm or refute some of the premises upon which grades are established.

Mere mention of some of the work being carried on by the grading service is not to be construed as implying that all the problems have been or are in process of solution. To the contrary, we could cite many pressing problems in need of solution. Some should find answers in conference with industry; others obviously must be referred to the laboratory with results brought back to industry for proper appraisal in consideration with future changes in standards.

In conclusion, I should like to say that in these few minutes I have endeavored to acquaint you with the grading problem as we visualize it, the nature of the problems, and the manner which we are undertaking to solve them. Despite what may be said as to federal grading being a permissive service, the facts are that it has become an inseparable part of the livestock and meat industry. It is a tool in the field of marketing that can be made to serve the industry well, provided there is a compromise of self interest and a willingness on the part of those concerned to cooperate. While given the responsibility for conducting a grading service, we know full well that it will not accomplish its purpose without being coordinated with the efforts of everyone affected by it. Therefore, we need your counsel, your cooperation in solving the problems as they arise, and in reviewing the standards from time to time as to the need for and development of revisions. This program needs more teamwork and we solicit, not only your continued support, but also your fullest cooperation.

## Misgrading of Cow Hinds Was "Not an Honest Mistake"

Commenting on the instance of misgrading cited on the facing page, grading chief Fred Beard stated, in part as follows:

"I shall make no attempt to alibi on any mistakes that our people do. . . . There are three places in the United States in which we are aware of fraudulent rollers being in existence, and Los Angeles is one of them. . . . We have one of those rollers in custody—pretty much by accident—at the present time.

"The only thing we can do when we catch a man using rollers, or we suspect him of doing it, is to withdraw the service. . . . We have done that in a number of instances throughout the country. . . . In Los Angeles we will no longer allow packers to use our equipment to roll cattle already graded and master-marked. . . . We originally made that concession to help the packer cut the time and cost of grading.

"There are two possibilities: One, that we have a disloyal grader among us, or two, that somebody else has some of our equipment or a copy of it. . . . Our graders are now turning in their kits after work each day to the central office. . . . No grader would go in and put a Choice roller on a bunch of cow hinds. . . . This is not an honest mistake.

"It appears that the cattle, of which these hind-quarters were a part, had gone through three or four different hands, and everybody said, 'It weren't me.' . . . The grader whose identification stamp was used on the meat wasn't at the plant where the slaughtering was done."

## Some Corrective Measures Need To Be Taken, Asserts Nohl

THE California Cattle Feeders Association is a comparatively new group which was formed here in California about two years ago. For some time prior to that we had recognized the necessity of forming some kind of a group to look after feeder problems. Our association today is composed of members from all over the state of California; we also have members from Arizona, Nevada, Utah and Idaho. The membership represents the feeding and fattening of approximately a million head of cattle in California.

During the last year and a half we have had a number of meetings with Harry Reed, who is the head of the livestock division of the U. S. Department of Agriculture, and Mr. Beard, on this matter of grading.

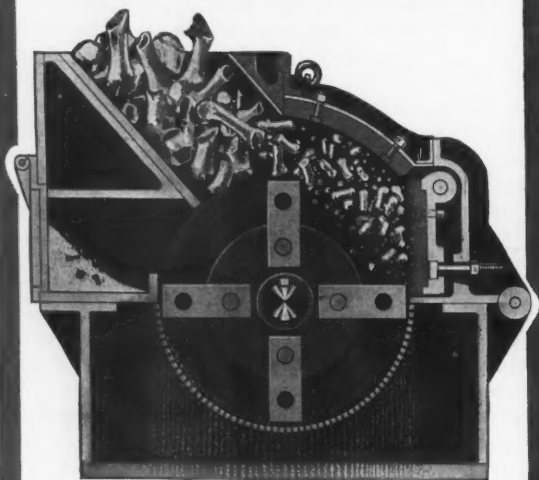
After I became president of the association I was contacted quite frequently by packers and feeders with complaints that the grading wasn't what they thought it should be. We have dug quite carefully into this matter during this period, and at the last meeting that we had



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in Los Angeles Mr. Reed asked me if I would send him a letter setting forth what we feeders felt could be done to improve the grading service. In a letter of January 7, 1955, to Mr. Reed, I made the following suggestions:

**"UNIFORMITY IN GRADING:** From time to time, we hear complaints that there is a lack of uniformity in grading between plants and between areas. In this area there also exists the feeling by some feeders and packers that the grading 'tightens up' when it is apparent that there is more supervision from Washington. There also exists the feeling that the grading is 'tighter' when supplies of Choice cattle are plentiful and 'easier' when supplies are short.

**"GRADE STAMPS:** The grade stamp should be put on only in the packing plant where the cattle are slaughtered. We feel that if this procedure were followed that there would be better control of the grading and some of the complaints might be eliminated.

**"CONTROL OF GRADING KITS:** To have better control of the grading kits, it is recommended that they be kept under lock at a central point when not in use by the graders. Graders should roll the carcass instead of just 'master-stamping' as has been done in the past.

**"ROTATION OF GRADERS:** We recommend the systematic rotation of graders within the various areas and particularly the main station supervisors throughout the United States. Proper supervision should eliminate present inconsistencies in the grading.

**"LINERS:** Where there is doubt as to the grade the carcass should go into the higher grade. Graders should not insist on 'breaking' so many carcasses. This policy seems to be more prevalent in this area. We want honest, uniform grading with the work done according to the specifications rather than by comparison.

**"ESTABLISHMENT OF A LOCAL GRADING COMMITTEE:** We feel that some of the differences of opinion regarding actual grading could be eliminated by the creation of a committee consisting of two packers and two feeders (in each of the main metropolitan areas) to meet whenever the need arises. We feel that having this committee available for call on short notice would improve the grading service.

**"LAWS SUPPORTING GRADING SERVICE:** If present laws concerning the U. S. grading service do not permit the legal prosecution of violators, we recommend that steps be taken to correct the laws."

Mr. Reed replied, in part, as follows:

"Since I visited with you in December we have been running a continuing and close check on the grading, and we do not feel that there is any general or important lack of uniformity in grading in California. We have found no evidence indicating that the grading as presently conducted in the Los Angeles area is out of line with the standards. Naturally, I will be the first to admit that occasionally a misgraded carcass is observed, but such errors have been as infrequent in Los Angeles as they have been in other areas. When the matter is called to our attention, and if the grade is out of line with the standards, it is immediately corrected. There have been occasions when graders were called upon to grade carcasses before the carcasses were chilled sufficiently to bring out all the factors involved in determining the grade. I am informed that this situation has been largely

(Continued on page 101)



(Continued from page 100)

corrected by our insistence upon chilling before grading, which should now result in more uniform adherence to the standards.

"The grading performed at Los Angeles is reviewed daily in jobbers' and wholesalers' establishments in Los Angeles, San Francisco and other points, and is found to be consistent. I am sure you realize that one of our best ways of policing the service is through help of applicants for the service themselves, particularly if they feel the grading rendered for them is out of line with that done for their competitors. Furthermore, the national supervisors, and incidentally we have an additional national supervisor in California at the present time, report finding no evidence that the graders are failing to go the full width of the grade in applying the standards. If the applicants for the service will continue to inform us when they feel the grading is not correct, I am confident that this matter can be handled expeditiously.

"Your suggestion that the stamp be applied only in the packing plant where cattle are slaughtered is a good one. However, we are in no position to refuse to perform grading for financially interested parties provided they operate in accordance with the rules and regulations governing the service. We can and do encourage meat wholesalers other than packers to purchase graded meat rather than to depend on getting it graded in their own establishments. In Los Angeles, Mr. Maize has been quite successful on this point. With the exception of one or two firms which are in the business of breaking cow carcasses and ask for grading on a few ribs and loins, grading is performed largely in slaughterhouses.

"I think your suggestion as to better control of the grading kits is excellent. In fact, the same suggestion has also come to us from our own graders. I think such a plan would also remove some of the likelihood of criticism of our graders. Accordingly, we will adopt immediately for a trial period a lock-up control of the kits to the extent that it is practical. As to the grader applying the roller stamp in place of merely master stamping a carcass, the practice of permitting plant employees to roll following a master stamping has been discontinued in Los Angeles except at two plants. I understand that at first operators objected to this practice on the grounds that it slowed up grading during early morning rush hours but I understand that after a few days of experience their objections have subsided.

"The rotation of graders and main station supervisors between stations always presents a difficult personnel problem. Our graders are now rotated within a station area to the extent practical. For years we have gone into this matter very thoroughly, and we feel that our present system of additional supervision is more satisfactory to all concerned, as well as to ourselves, than the shifting of local supervisors from place to place. Every applicant for the service views the transfer of local supervisors with far more apprehension than the rotation of graders. We are endeavoring constantly to overcome the weaknesses as they crop out among our staff, and we definitely feel that on the whole much progress has been made.

"As to your suggestion that when there is doubt as to the grade the carcass should go into the higher grade, I feel that with graders operating under the pressure that they do there is as much of this being done normally as

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TONY WHAN, advertising executive from Los Angeles.

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**A**MERICAN people are different because the American business system has made them different, because our great American business has developed techniques of creating desires in the hearts and minds of people to want things and has been able to motivate those desires into the action of a purchase.

Every improvement in the history of this great big country has been caused by the motivation that most of us call selling. Selling and selling alone took the soap

business from a back yard housewife drudgery to a multi-billion dollar business, because the salesmen of America made the women want that skin you love to touch.

So many would shrink from being a wallflower, and they made the men afraid of B. O. Today America is the most clean and sanitary nation on the face of the earth. American women are the most beautiful in the world, and why? Because salesmen made them want to be beautiful, and they taught them how much more they could get out

### BEEF SESSION Continued

can be expected. The original grade always is determined on the basis of carcass characteristics, and the indication of texture, firmness and marbling. Carcasses vary greatly as to the dependability of these factors as viewed in the unribbed carcass. This gives rise invariably to charges of inconsistency. Nevertheless, unribbed carcasses must be graded entirely on the exterior evidences. Packers as well as graders know from experience that occasionally carcasses actually will have quality of meat different from that externally indicated.

"Unfortunately, neither they nor our graders have solved these inconsistencies except by ribbing. This situation is nation wide and is recognized by all packers. It is a rather common practice to rib those which packers feel might fall into the next higher grade. As a group, packers on the West Coast object to ribbing carcasses. They have indicated that ribbing seldom results in the carcass being graded higher. This condition is the result of the carcass carrying less internal quality than is indicated by external characteristics. We never require packers to rib cattle, but we are willing to reconsider the grade if they elect to rib.

"As to the establishment of a local grading committee made up of packers and feeders, we question the advisability of any financially interested group undertaking to act as a jury on the accuracy of the application of the grade standards. In view of the manner in which the federal beef grades were promulgated and approved as

to interpretation and application, we do not feel that a committee for the purpose you suggest would be advisable. Provisions are made in the rules and regulations governing the meat grading service for appeal from a grader's decision to a higher authority and they also provide that the official decision made in connection with the appeal shall be final. In our opinion, authority for the overruling of a decision could not be delegated to people outside the employ of the department. However, the grading staff is anxious to cooperate in developing a better understanding of application of the grades by explaining and demonstrating the grades and the procedure followed in determining a grade. Our graders are available and qualified to explain our standards and grade placements to financially interested parties at the time the grading is performed, and our supervisors are available to make further explanations concerning the service. We shall be glad to work with your present committee or any other committee along these lines.

"We are cognizant of inadequacies of existing laws for the protection of the federal grade stamp against fraudulent use. We are making every effort to have legislation enacted to cover this situation. At the proper time your assistance will be appreciated and I shall let you know when the legislation is introduced."

*(Nohl then summarized two specific complaints against the grading service, one of which is reported in the box on page 98, with Mr. Beard's reply on page 99.)*

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of us men if they were made beautiful. Today female beauty is the fifth largest industry in America.

The salesmen of America have made so many people want to go so many places sitting down that today the automotive industry hires 7,400,000 people.

The business people of America have made the people want so many things so badly that we have become productive enough to get them. That is why we are proud to be a part of the great American business system.

Let's not forget that nothing has any great value in America until it is sold.

You have a product that is beautiful to behold and priced at \$700. But if all you can get anybody to pay for it is \$200, that is all it is worth. Nothing has any value until it is sold. We revere the great inventors who put together the models, the formulas for the gadgets that we like. We revere the great production geniuses who make the production lines so that we can get them in great quantity. We revere the financial wizards who get together the money to make all these things possible.

But let's not forget that all of those men and all their brains would go for naught if we couldn't create desire in the hearts and minds of people.

Selling is just the art of getting along with people, of creating within them the desire to do things you want them to do and to buy the things you want them to buy. Because of this highly developed motivation in America the American people have bathtubs and boilers and radios, refrigerators and toasters and telephones and percolators and pulverizers and dryers and disposals, and furs and the funny papers, and the thousands and thousands of things for which the businessmen of America have created desires in their hearts and minds.

Having so many things, each of which was purchased by free choice, the American people have developed behavior traits and buying habits that make them different from people in other parts of the world. That happens to be our business, to study people and to find their new behavior tricks.

We thought it might be interesting to you if we gave you a few of the basic behavior tricks of the American people today. Some of you may have heard this two or three years ago and may get one or two of them as a repeat but only because they are so important to us.

The first and foremost behavior trait of the American people is that in America, and America only, people don't buy what they need. They buy what they want. No woman ever needed a vacuum cleaner. What is the matter with a broom? Nothing.

Because a salesman punched the doorbell and came in with a shiny machine under his arm and plugged it into the wall and the darn thing hummed while it picked up the dirt that he had thrown on the floor, the American woman wanted a vacuum cleaner.

Your wife may need a coat to keep her warm. What does she want? She wants fabric and style and to be the envy of other women and have the admiration of men. You end up by buying her a skunk or a mink coat. Sometimes in America they end up with a skunk to get the mink.

People in America buy what they want, and that's what they need.

The next most important behavior trait is that the only constant in America is change.

We could stand out here on Market st. and in five minutes some babe would go by with her hair tied straight back with a rubber band around the rest of it, trying to make it look like what they call a pony tail haircut. The next one comes by with ringlets all over her hair in what they call a poodle haircut. Those animal hair cuts are becoming quite famous. I happen to have one known as a Mexican hairless.

Both of those girls would be in style. But about eight months ago neither one of those girls would have been caught dead with either one of those hairdos because they weren't in style.

Some of us remember about four years ago one aged style expert decreed that no girl caught on the street with a dress over 14½ in. from the floor was in style. And the weavers of America sold millions of yards of goods to make new skirts.

I know what you men are thinking of, and what you are saying. "They go for that stuff, but not we men. We're practical." How many of you guys ever wore out an automobile? We are all in about the same boat.

The first year we can't quite sell ourselves on taking that terrific depreciation. But the second year, every time we get in to drive back home we can hear more squeaks and rattles and reasons why we can sell the little lady on getting a new one. At the end of the second year we take it down and trade it in to a guy who sells it to somebody else who drives it 12 more years.

The American people want the new. They want to discard the old.

It doesn't make any difference who you are. There is only one thing constant in America, and that is change.

The American people buy old friends, and that is what advertising does, it makes your product an old friend. Whether they have used it or not they have seen it and heard about it so much they actually gravitate toward it to purchase.

It often is said that running a business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.

Statistics show that 85 per cent of all products purchased all over the country in America are purchased by women. And, as one very smart business woman in France told me, "In America you are funny. The men get their pictures on the money, but the women get their hands on it."

Because women do most of the buying, we wanted to find out what made them go to a certain store. We asked 10,000 women one question, "Why do you buy in your favorite store?" The number one answer was cleanliness, the number two answer, courtesy—the two least expensive things in any business. It might cost you an extra few cents to be clean, but courtesy doesn't cost a thin dime.

Number three was selection of product. Number four was quality. Number five was convenience. And number six was price.

The American people are brand conscious, but not one brand conscious. They have learned through use of any one given item that of four or five brands one is about as good as the other. They will pick up whichever one is the easiest to reach because they don't like to stoop, squat or stretch. If a woman bends down it stretches her girdle. She reaches up here and she gets a run in her



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stocking. So if she can find it at the right level, she will buy it every time.

We took several good, well-known items and put one of them in what is called the best shopping level, that is right straight out in front of the consumer. Then we took its competitive item and put it on the next shelf, just 12 in. lower, and we switched them every week for five months. Whichever one of those products was the best shopping level never sold less than 22 per cent and as high as 44 per cent more than the same product did when it was 12 in. below.

The American people like to buy. They don't like to be sold. Therefore, we must always give them a choice. If you don't believe me, watch a woman shop. As she walks into a store, if there is only one brand of an item on the counter, you can see her nose go up in the air. She thinks, "This guy doesn't think I know what I am doing," and out she goes.

If she sees four or five or six brands to choose from, she will walk over and she says, "This guy is good. He knows that I know what I want." And sometimes she will buy one, two, three, or all just to prove it.

A survey shows that if you don't have the brand they want, 52 out of a 100 sales are lost, 32 go to competitive buying, and 20 never buy at all. If you don't have the size they want, 38 out of 100 sales are lost, 20 go to a competitor and 18 never buy it.

We have learned that women will go downstairs to hunt a bargain and men will go upstairs to hunt a bargain, that women like to shop on the shady side of the street and men on the sunny side of the street, that all shopping is faster and faster today and that multiple pricing will sell more goods. As an example, we took two large bottles of soft drinks, 19c a bottle. We put a sign, "Two for 38c," didn't cut the price at all, and increased the sales 25 per cent. But when we put two flavors there, a cherry and a cola, and said "Two for 38c," sales increased 33 1/3 per cent.

More couples are shopping today, and that's good. A man alone will buy X number of dollars, and a woman shopping alone in the same store will buy 16 per cent more than the man will; but when they both shop together they will buy 29 per cent more than the woman alone

and 69 per cent more than the man will buy alone. Well stocked shelves will outsell poorly stocked shelves by an average of 22 per cent, and of course it runs, depending on the product, from 15.7 on cigarettes to 53.1 on frozen foods. An advertised brand will turn over faster than unadvertised brands by 54.8 per cent.

But the most important behavior trait of all with Americans is this: The most important person to any individual is himself. Nobody is as important to you as you; and nobody is as important to me as me. If we would just remember that as we practice our art of getting along with people, we'd put what we want him to do into benefits for him instead of telling him what we think about it.

In training your people please remember that it is the little thing that counts. The major things in the average persons tool kit they use pretty well; it is on the little things they miss.

I used to have a boss, and he had a motto that read, "Little holes sink big ships." I used to think he was kind of crazy because he usually quoted it to me right after I turned in my expense account. But the longer I'm in business, the more I like that little motto. Only I like to change it to say, "Little things sink big sales." Let's look at a few.

How's your smile? Have you got a genuinely friendly smile, or one of those manufactured ones that you turn off and on like a faucet?

If you don't have a good smile, you had better get one because there is nothing that will soften up the sourpusses quite so much as a good clean smile.

How's your voice? Is it a little squeaky one, or one that you can't understand? Statistics show that the human ear can only listen to a lousy voice 11 seconds. I may stand here looking you in the eyes for 30 minutes, but I won't hear a thing you have said after the first 11 seconds.

So let's train our voices so people like to listen to us.

How are your habits? Are you a chain smoker or gum popper? You can't insult anybody by not smoking or popping, but you might if you do.

Are you a ravel puller and a dandruff flicker? When

you are talking to someone and trying to get them to do what you want them to do, do you have to reach over and pull the ravelings off their sleeve or flick the dandruff off their shoulders, insulting them?

Are you a chest bumper? Do you make every point by poking him so that he can't understand what you are talking about. Do you make every point with, "See what I mean?" Why, you indicate he is so dumb he wouldn't have understood it anyway.

Are you a calf judger? Do your eyes follow every babe that goes by when you are trying to make your pitch? If it isn't worth your undivided attention, it isn't worth his buying.

Are you a brief case fumbler? Do you fumble all through the brief case to find out what you want to show the guy? You indicate, "Well, I didn't expect to sell it to you anyway but I might take a chance."

Those are just a few little things. But I can name a thousand. Each one has a negative note for certain types of individuals.

As we practice the art of getting along with people let us watch the little things that we do. Let's be sure the little things we do have a positive effect when making people do what we want them to do.

Now let's look at people as family units.

In the ten years since the war there has been a definite trend back to family living, larger families. The young people of America have found that a one-child family was not normal, and they would rather be broke than run an insane asylum.

This high birth rate has given us an entirely new class of people. Just think of one market, the children's market—a class of people with no responsibility, no background, no knowledge, no money, half of whom can't read or write, but in whose hands there is the purchasing power of two billion dollars.

The trend to family living is reflected in the increase of more families, or a more rapid increase in families than there is in population.

Higher percentage of marriage, earlier age of mar-



"PUT ON YOUR SALES promotion manager caps and let's see how packaging can aid sales," urges Jack Manion at Sausage Session.





**EYES CENTER**—Comely mannikin draws favorable comments as she models afternoon dress for ladies at convention.

riage, more children, the revival of religion, the whole family watching television, and the tendency to move to the suburbs are the modern trend. As economists will tell us, these families have more money than they ever have had in their history, five times the amount for discretionary spending than the amount they had in 1940. So the national sport in America today is not baseball; it is not football; it is not tennis. The great pastime in America today and the greatest sport of all is shopping.

More women call their friends up and say, "Let's go shopping," than say, "Let's play bridge," or anything else.

The women love to shop, and women shopping approach it with the same zeal that the devotee of Isaac Walton does the trout stream, and with the same assurance because they have bought so many things.

All of which is good for our business, the meat business, or is it? We all know the meat business is different. Why? Because every other business in the world takes the raw materials, puts them together and sells the finished product. In the meat business you take the finished product, tear it apart, and sell the pieces.

That is the only difference that you can count as the difference. For our business just like every other business is in the consumer goods fields, and it is dependent on the changing habits of the great American consumer. For we are competing not only with other food processors but with every person who manufactures anything for the consumer in America, because America works on budgets. No matter what sum housewives have to spend it is their job to get all they can for their families, and they have become the world's greatest buyers.

This is the greatest challenge that faces the packing industry today—to develop techniques of creating desires in the hearts and minds of people.

The packers have done quite well in developing better methods of processing, of boning, of handling, of counting the costs, of controlling the buying, of packaging, but they have and are lagging far behind in marketing and research and promotion. That must be rectified if we are expected to progress.

We are in the dawn of a new era, the self-service era, and it is here to stay. It is growing by leaps and bounds,

and that is great, because you give a woman a chance to buy by herself and she will buy more. Yet we packers go on gradually making changes when they are forced upon us, and not leading the way.

Why not enter this new era with enthusiasm?

Why not face the fact that consumption is our major problem and do something about it? In this great forward-looking convention only 16 per cent of the speakers dealt with this greater problem and 84 per cent of the speakers were on all such problems as labor and finance and boning. These are important to you, but they don't mean a cock-eyed thing if you can't sell the product. That's our challenge, to change our plans in our business, to think objectively and optimistically.

Let's each and everyone here, whether large or small, determine to hire an expert in human relations to study and research the techniques creating desires in the minds to want more meat. Through research we shall find that leisure is a greater motivating force than nutrition, and we must find ways and means of making products fit into ever changing habits. It's not enough that our product is good, it must fit. Let's just take one example of three great motor car companies of America two years ago, Chrysler, Ford and General Motors. General Motors and Ford said the changing habits of people make them want different lines; Chrysler said they want a good product. Chrysler still came out mechanically as good as the others but went from 26 per cent of the business to 20, then down to 12 per cent in two years because Chrysler didn't keep step with the changing habits of America. This year Chrysler borrowed \$250,000,000 to try to get back what it lost.

We, the experts in our industry, should lead the way. We should not expect others to do it. We should be ashamed of the fact that we have let other people be first in frozen beef pies and frozen dinners and frozen Swiss steak which sold over 10,000,000 units this year and expect to go to 25,000,000 in 1955.

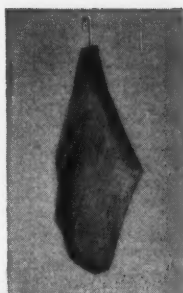
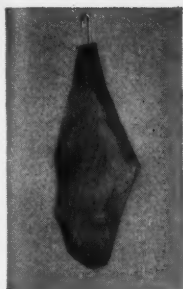
This is the age of ideas—ideas and research. When those two are combined, there is not a chance of a gamble. This is your challenge individually to go back to your home to make a capital investment in people and in ideas. It is your only chance for survival, for in America it is results that count.

If you would just invest a little of your time and a little of your money and a great deal of your thought on new ideas for new approaches to more people to buy more meat, you would get more results and profit for yourself.



**COMING AND GOING**—Packers meet and greet in lobby near registration desk.





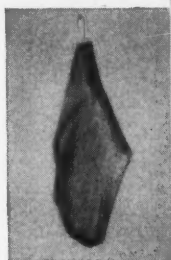
1

Prompt delivery—quick service in emergencies. Many standard items in stock for "rush" orders.

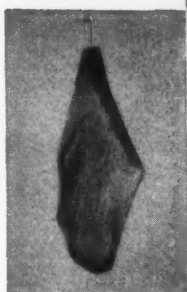


2

Uniform size and quality, products meet government specifications PP-B-221c and MIL-P-1018A.

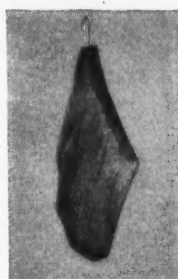


**HERE'S  
WHY** meat packers have preferred  
**CINDUS CREPED PRODUCTS**  
for over 25 years.



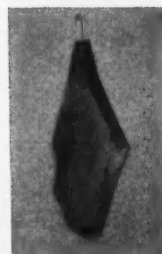
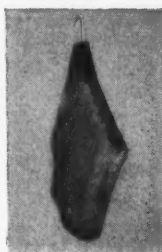
3

High quality at competitive prices—rigid raw material standards never compromised.



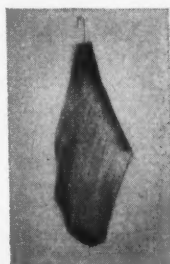
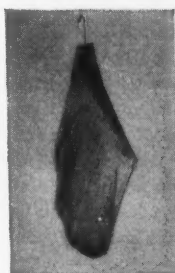
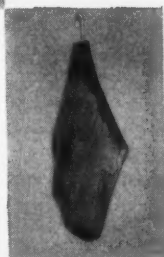
4

Prices that include shipping charges—all products sold on delivered basis.



5

Complete line, tailored to fit all meat packing requirements—meat covers, barrel liners, cut sheets—available in variety of grades, wax and wet-strength treatments. Eliminates "shopping around" for special sizes and grades.



WRITE TODAY—  
for information,  
samples—prices and  
delivery arrangements  
to suit your needs.



**CINCINNATI INDUSTRIES INC.**  
314 CARTHAGE AVE., CINCINNATI 15 (LOCKLAND), OHIO

ELASTIKRAFT —treated kraft, creped for stretch. CORRUCREPE —treated, creped and corrugated for all-directional stretch.



SEN. WILLIAM F. KNOWLAND,  
United States senator from California.

## U. S. Firmness—Hope of Free World

TEN years ago two conferences of far reaching significance took place. The first was Yalta from February 4 to 11, 1945. Its locale was the Crimean Peninsula within the Soviet Union. Three great powers were represented there. They were the United States of America, Great Britain and the Soviet Union. The second conference was the United Nations conference held in this city of San Francisco from April 25 to June 26, 1945. At that time 50 nations signed the Charter and since then ten additional nations have done so, bringing the total membership to 60.

In that same ten-year period of time international Communism has increased its power, its area and its population. Ten years ago at this time there were less than 200,000,000 people enslaved behind the Communist iron curtain. Today as we are meeting here in San Francisco there are over 800,000,000 people living under the most ruthless, Godless tyranny the world has ever known. The world balance of power has been so upset that no prudent person can ignore the realities of the situation. Not only the future of this republic but the hope for a free world of free men largely depends upon the policies that we follow and the firmness with which we in the free nations deal with future Communist aggression or the threat of aggression. Recognizing the inherent danger in further Communist conquest, the government of the United States has undertaken a series of commitments under the North Atlantic Alliance, the Australian-New Zealand-United States mutual defense pact, the mutual defense pacts with the republic of the Philippines, the republic of Korea, Japan, Southeast Asia and the republic of China. The Manila pact covering Southeast Asia and the pact with the republic of China were overwhelmingly ratified by the Senate this month.

These two ratifications were preceded by Congressional action in support of the joint resolution recommended by the President of the United States authorizing him to use the armed forces of the United States in defense of Formosa, the Pescadores and official areas now in friendly

hands. This might be deemed important for the proper defense of the main bastion of Formosa.

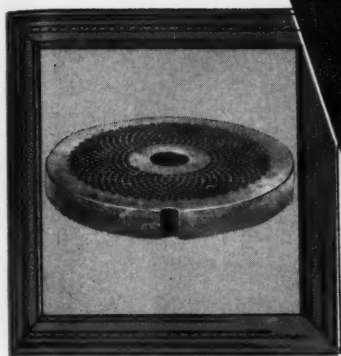
In a display of national unity which should have encouraged our friends abroad, given courage to the neutrals and opened the eyes of the would-be aggressors, the House of Representatives passed a resolution by a vote of 409 to 3 and the Senate by a vote of 85 to 3. This action had no sooner been taken and the two treaties ratified by the Senate than diplomatic moves started on the part of certain Asian and European powers to bend the line of defense in the Pacific and lay the groundwork for a conference which would have all the unfortunate results of a Munich, a Yalta or a Geneva, wherein the aggressor gains his objectives at the conference table.

Unfortunately the history of these conferences has been that it is always the free world that gives up territory and surrenders human beings to the control of the Communists. It is never the other way around, wherein the enslaved people gain their freedom. It becomes pertinent therefore, to examine the various proposals that have been made and what their implications are. In order to deal with these matters, however, let us first examine the Yalta conference and the significance it has had in the events which have followed. At Yalta, without the knowledge or the consent of the American people or the American Congress, an agreement was nettered into which on its face violated the Atlantic Charter declaration and was fatally damaging to our friend and ally, the republic of China.

Years later, in testimony before a Congressional committee, Alger Hiss, who had been one of the members of the American delegation, stated: "It is an accurate and not immodest statement to say that I helped formulate the Yalta agreement to some extent."

The agreement undercut the free Polish government in exile and resulted in solidifying the power of the Kremlin Communist Polish government. Too, it carved out of Poland a slice of territory and gave the blessings

*(Continued on page 117)*



## IMPROVE

# the quality of your product ...performance of your grinders



For three decades, nearly 30 years, like the rare jewel they represent in fine quality and masterful workmanship — SPECO Triumph knives and plates have helped packers improve the quality of their products . . . the performance of their grinders.

**SPECO C-D Triumph Plates** are made of a special wear-resisting stainless alloy, guaranteed to outlast two plates of any other make.

**SPECO C-D Triumph Plates** have proved themselves the most economical plates available, cutting millions of pounds of meat before sharpening is required.

**SPECO'S** famed reversible plates give you two plates for the price of one.

**SPECO** makes plates and knives in all styles, types and sizes for every purpose and to fit every grinder.

**SPECO'S C-D** patented spring lock bushing puts an end to loose bushings.

There are no delays in filling your order when you buy from SPECO. Complete stocks of knives and plates of all descriptions are maintained for immediate shipment. So make SPECO your most economical and efficient source of grinder plates and knives. Save time, money and the annoyance of breakdowns with SPECO!



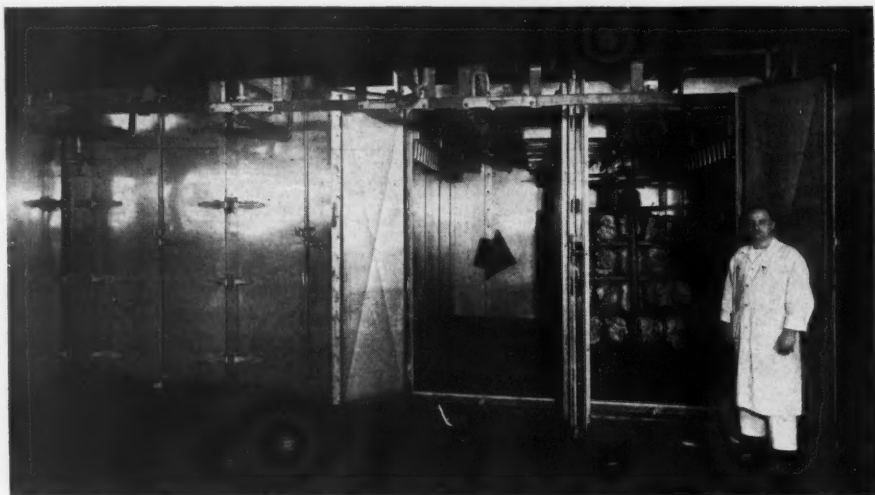
Pictured with Speco's famed TRIUMPH knife is "The Old Timer"—genial symbol of SPECO superiority. Look for SPECO'S "DIAMOND TESTED" seal on all TRIUMPH and SUPERIOR Plates.



3946 Willow Street • Schiller Park, Illinois • Phone: TUxedo 9-0600, Chicago

# ATMOS gives you every smokehouse advantage . . . every operating economy!

LOOK INTO ATMOS!



ATMOS offers you more . . . and offers it for less! Packers who shop around for the best smokehouse "buy" find just what they are looking for in ATMOS . . . the "Original" Smokehouse and the first name in air conditioned smokehouses. Increase your yields now with an expertly engineered ATMOS . . . get all the *plus*-advantages that are characteristic of ATMOS at a cost far less than you would imagine. Every ATMOS Smokehouse and all ATMOS smokehouse equipment is engineered to your individual requirements . . . our long experience is your guarantee of satisfaction-plus! Our service keeps you in business.

*Atmos*

CORPORATION

PHONE EASTGATE 7-4240

1215 W. FULLERTON AVE.

CHICAGO 14, ILLINOIS

PORT ENGINEERING & SALES LTD., 1971 TANSLEY ST., MONTREAL, CANADA • PHONE CHERRIER 2146

GRIFFITH LABORATORIES S.A. • 37 EMPIRE ST., NEWARK 5, N.J.

MITTELHAUSER & WALTER • HAMBURG 3, GERMANY



# The Meat Trail...



## Meat Canners Plan Push

Major advertising emphasis by the National Meat Canners Association this year will be in August, rather than in June as before, R. E. Brickman of Illinois Meat Co., Chicago, association vice president, announced at the group's annual luncheon at the Sheraton-Blackstone Hotel, Chicago.

Retailers have promised to continue their emphasis on canned meats during peak summer holiday consumption periods. Meat canners will try to move more during the customary lulls.

Some of the 150 persons who attended luncheon are shown in photo above. Tremendous editorial lineage devoted by newspapers to canned meats in 1954 is discussed in photo at right by (l. to r.): Jackson Taylor, senior vice president of Lennen &



Newell, New York City, advertising agency; Hale Morris of Armour and Company, Chicago, association president, and Brickman. Lennen & Newell will handle this year's campaign.

Canned meats production last year totaled a record 1,386,169,000 lbs. for civilian consumption alone. Another record is this year's goal.

## R. M. Moffitt Named Sales Manager of Hull & Dillon

RUSSELL M. MOFFITT, formerly general manager of the Cudahy

Packing Co. plant at Newport, Minn., has joined The Hull & Dillon Packing Co., Pittsburg, Kan., as sales manager, VICTOR J. GERWERT, vice president and general manager of Hull & Dillon, announced. Moffitt,



R. M. MOFFITT

a veteran of 32 years with Cudahy Packing, headed the Newport plant for five years until operations were discontinued there last fall. He served earlier as Cudahy office manager at

Denver, Wichita and St. Paul and in various positions in the accounting department at Wichita. Active in livestock conservation programs, Moffitt was named president of Livestock Conservation, Inc., Northwest Division, last spring.

## Balkan Packing Co. Sold to New Firm in East Moline

Balkan Packing Co., East Moline, Ill., has been purchased by Foremost Packing Co., a new-formed firm, from MORRIS and FRANK BALKAN. Officers of the new corporation are: THOMAS WELCH, president; B. E. VOGT of Vogt & Lester Sausage Co., Rock Island, Ill., vice president and treasurer; WILLIAM LESTER, vice president, and WALLACE TRANSEZ, secretary and sales manager.

## JOBS

IRVING PIERCE has been appointed to the new post of executive vice president of Samuels & Co., Dallas meat processor, SAM ROSENTHAL, president, announced. The new position, created in view of growing sales and plans for increased production, will involve direction of market research, sales management, dealer co-operation and promotion, public relations, packaging and new product marketing, Rosenthal said. Before joining Samuels & Co., Pierce was sales manager of Resistol Hats, which he helped build from a small regional operation into a large four-plant operation with national distribution. He has assumed his duties with Samuels & Co.



IRVING PIERCE

FAYETTE SHERMAN, personnel director of Geo. A. Hormel & Co., Austin, Minn., has been elected to the company's board of directors. He takes the place of RALPH H. DAIGNEAU, who resigned as a director preparatory to retirement at the end of the current fiscal year.

S. G. DICKERSON has been named manager of the Swift & Company sales unit in Tulsa, Okla., succeeding A. E. GRANT, who was transferred



BRITISH AMBASSADOR, Sir Roger Makins (right), sees how American "hot dogs" are made at Armour and Company plant during recent visit to Chicago. With him is C. E. Sheehy, Armour vice president.

to Chicago for future assignment. Dickerson formerly was manager of the Swift unit at Amarillo, Tex.

The appointment of **ROY CRAVEN** in charge of sales for Midwest Packing Co., Omaha, Neb., has been announced by **GILBERT STRALEY**, a partner in the firm. Craven is a veteran of 30 years in the meat packing industry. For the past 17 years he served in key positions in all phases of slaughter and distribution with another independent packing company specializing in the production of beef and veal.



ROY CRAVEN

**E. J. STRECKER**, general superintendent of Armour and Company's Spokane plant, is being transferred to the Armour plant at South San Francisco as general superintendent.

## PLANTS

South Alabama Rendering Service, Inc., has begun operation in its new two-cooker plant in Loxley, Ala., **ROBERT J. CUMMINGS**, vice president, announced. The new plant is a concrete two-story building with metal framing and sheeting on back. Designed with the idea of keeping it as clean as a sausage kitchen, the plant has an air washer for odor control, Cummings said. **C. O. CUMMINGS** is president of the firm. **J. E. ALLEN, JR.**, is secretary and treasurer.

Hervitz Packing Co., Harrisburg, Pa., has installed electronically-con-



**LARGEST SINGLE** radio and television contract ever entered into in Seattle-Tacoma area is signed by **W. W. Rystogi**, vice president of Seattle Packing Co. On behalf of Bar-S Meat Products and Serv-U Meats, the firm has purchased one-quarter sponsorship of all 86 home games of the Seattle Rainier Baseball Club. Beginning April 19, games will be telecast over Station KTVW and broadcast over Station KOL. **Gerald E. Pendrey** is shown assisting Rystogi. Standing (l. to r.) are: **Karol Sowinski**, **A. J. (Scotty) McIntyre**, **Dewey Soriano**, **Harry Thompson**, **Bob McManus**, **Frederick E. Baker**, **Elmer Hornberg** and **Joe Favre**.

trolled smokehouses in its new plant at 1146 S. Cameron st., **HERMAN HERVITZ**, head of the firm, announced. The new plant also has coolers with individual temperature controls and a special cooler with controls for temperature and humidity.

A \$150,000 loan to Weil Packing Co., Evansville, Ind., has been approved by the Small Business Administration, the SBA announced this week.

A \$50,000 meat packing plant is being built at Fort St. John on the Alaska highway by **R. G. STUBY**. The new plant will slaughter, cure meats and manufacture sausage for the

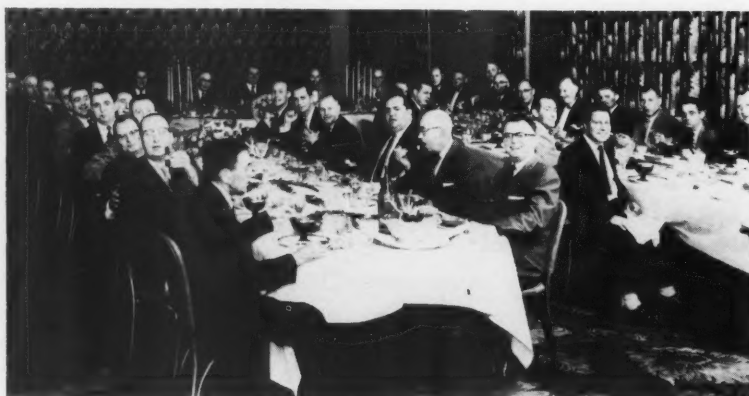
north country trade. Stuby operates a retail meat store in Fort St. John and pioneered the shipping of livestock by truck from that district to market at Edmonton, Alberta.

## TRAILMARKS

**W. W. McCALLUM** and his record since taking over as president of John Morrell & Co., Ottumwa, in December, 1953, are saluted by *Fortune* magazine in an article, "Morrell's McCallum," which appears in the March issue of the publication. "In his first year and a quarter," the magazine points out, "the new president has created a modern structure of organization, set it down in a black book and installed cost and profit-control systems." He has pushed a research program, revised the advertising program, acquired more production capacity and, despite the 1954 hog shortage, managed to make a better profit showing last year than the company had in 1953, the article continues. It describes McCallum's criticism of the meat industry's pricing practices and his belief that plants should aim to show a profit every day on every product that they handle. McCallum is said to relax as intensely as he works, getting along on as little as four or



W. W. McCALLUM



**KANSAS CITY STEAKS** were the main course, of course, at the annual sales banquet of Williams Meat Co., Kansas City, Mo., in the ballroom of the Hotel President. Forty-three company officials, department supervisors, salesmen and guests attended. The banquet was given during the firm's recent two-day 1955 sales meeting. **Eddie Williams**, president of the company, also was host to salesmen and suppliers at a cocktail party and buffet at the Kansas City Club.

five hours' sleep. "He can spend all Saturday morning on complex business . . . and then go out on the golf course to shoot a 78 . . . In spare time he has become an airplane pilot." A full-page color photograph of McCallum appears with the story.

R. A. RATH, chairman of the board of The Rath Packing Co., Waterloo, was elected to the board of trustees of the Equitable Life Insurance Co. of Iowa at the company's 88th annual meeting in Des Moines.

The 1955 beef outlook was the topic of CARL F. NEUMANN, general manager of the National Live Stock and Meat Board, Chicago, at the first annual Arkansas statewide beef cattle meeting held recently in Little Rock.

MERLE A. DELPH of M. A. Delph Co., Inc., Indianapolis, has made an initial gift of 500 hides to the "Hides for Israel" campaign, BERT SICANOFF, campaign chairman, announced. The hides will be used to train immigrants to make footwear and to ease the shoe shortage in Israel.

A meat brokerage office has been opened by W. F. SPOON at 15 Lombard st., Philadelphia.

The rapid growth of Stark, Wetzel & Co., Indianapolis, is chronicled in a two-page article in the March issue of *International Trail* magazine, nationally-circulated publication of International Harvester Co. The story drew its title, "Wieners Work Wonders," from a 1936 incident which



FORTY YEARS ago Sol Lazar was treated without charge at Michael Reese Hospital following an accident in a butcher shop where he was a \$5-a-week clerk. Lazar, now owner of Lazar Kosher Sausage Co., Chicago, donated \$3,500 to the hospital in appreciation of his free treatment in 1914. Carl Nusbaum, right, assistant director, accepts the check on behalf of the hospital while Stella Schrebnan, in charge of medical records, looks on.

MARCH 5, 1955



SMALL IN SIZE but doing a volume business is Acme Meat Co., Inc., 4366 Alcoa ave., Los Angeles. Firm has new boning and fabricating rooms and modern beef holding and display coolers. Company is owned by Sam Ormont, president; Phil Himmelfarb, vice president; Paul Blackman, secretary, and H. Blackman, treasurer. Ray Dishman is sales manager.

launched brothers GEORGE and FRANK STARK and friend, ERWIN WETZEL, on an enterprise now considered one of the fastest-growing businesses of its kind in the Indianapolis area. The trio used

\$2,300 in borrowed capital 18 years ago to purchase a small sausage kitchen in which they made skinless wieners. They now have four Indiana plants, employing about 1,300 work-

I wouldn't be caught  
dead  
wrapped in anything but



**Sta-Tuf**

One of a number  
of HPS Meat Wraps that  
**MEET MEAT'S MUSTS**  
for uniformly good quality

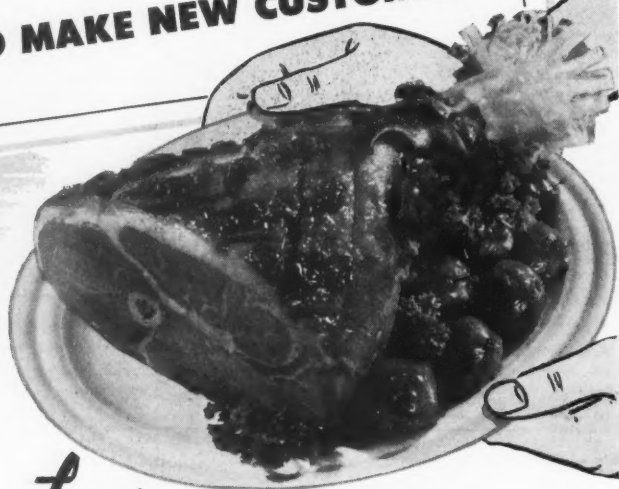


CHICAGO 38, ILLINOIS  
**PAPERS FOR PACKERS FOR 51 YEARS**





*Your Invitation*  
**TO MAKE NEW CUSTOMERS**



...USE *Custom* -CURED

## EASTER HAM

No doubt about it—ham has become the traditional Easter holiday favorite. And this year, if you're ready with the best-looking, best-tasting hams you've ever produced, you'll find that new customers will become steady customers.

The surest way to have only the finest hams and other popular Easter meat products is to standardize on Custom curing ingredients and famous Custom Ham Flavor for all your curing processes—whether for ready-to-eat or boiled hams, or for smoked butts and bacons. When you add Custom Ham Flavor to your present formula, you automatically assure bigger yields . . . richer taste . . . better slicing . . . and the most appetizing natural color you've ever seen. Moreover, Custom-cured hams stay fresh longer.

Whatever your requirements, Custom curing ingredients can easily meet them. Once you see for yourself the fine hams and smoked meats these carefully blended Custom ingredients will provide—the maximum quality, color and flavor—you will use them to keep your customers coming back time after time.

Ask to have your Custom Field Representative call soon.  
He'll be glad to work with you to give YOUR products the distinctive, country-fresh flavor you want them to have.



*Custom*

**FOOD PRODUCTS, INC.**

Manufacturers of Quality Foods & Food Ingredients

701 - 709 N. WESTERN AVE.

CHICAGO 12, ILLINOIS

ers. Annual sales exceed \$27,000,000. George Stark is president, and his brother and Wetzel are vice presidents.

EDWARD W. WILLIAMS, president of Williams Meat Co., Kansas City, Kan., is the new commodore of the National Snipe Racing Association. A snipe is a type of sailboat.

HOWARD H. RATH, president of The Rath Packing Co., Waterloo, has been elected a director of the Waterloo Chamber of Commerce for a three-year term.

## DEATHS

GEORGE A. BILLINGS, 62, former vice president of Cudahy Bros. Co., Cudahy, Wis., died February 28 after an illness of two years. He had served with Cudahy Bros. since 1924.

JACK WAINWRIGHT, a salesman for The Allbright-Nell Co., Chicago, was killed February 25 when his automobile crashed into a train in Chicago. Well known in the meat packing industry, Wainwright covered the territory of Indiana, Kentucky, Ohio, Michigan and West Virginia for his firm.

DENNIS O'NEIL, 54, purchasing agent for Armour and Company at Kansas City, died recently. He worked for Armour for 35 years and was assistant purchasing agent at Kansas City for nearly 32 years, becoming head of that department last March.

JACK H. VANWOERDEN, 43, Sunnyside (Wash.) manager of Seattle Packing Co., died recently of a heart attack.



GETTING AROUND with news, whether about product or people, probably is the subject being discussed by David J. Levin (right), advertising director of The Sugardale Provision Co., Canton, Ohio, with Earl Wilson, Broadway columnist, and B. W. Wilson. The columnist addressed the Canton Advertising Club in connection with "National Advertising Week."



(SEN. KNOWLAND—continued from page 110)

of Great Britain and the United States to this additional territorial addition to the Soviet Union.

Three, it provided for the use of German labor in the Soviet Union, and under Kremlin practices this is totally akin to slave labor.

Four, it laid the foundation for the turning over of large numbers of non-Communist Russians to the Soviet Union. Vast numbers of these were executed or sent to slave labor camps in Siberia.

Five, it provided that certain areas within the republic of China should be turned over to the Soviet Union as part of a deal to bring them into the Japanese war, though they had twice before promised to come in prior to the Crimean conference. These included the port of Darien and Port Arthur. The agreement also gave the Soviet Union its former economic rights in China's eastern railroad and the South Manchurian railroad, guaranteed the status quo in Outer Mongolia, the Mongolian People's Republic, and pledged that President Roosevelt "Will take measures to obtain this concurrence on the advice from Marshal Stalin." It did this without the knowledge or consent of the government of the republic of China, or its president, Chiang Kai-Shek. It further pledged: "The heads of three great powers have agreed that these claims of the Soviet Union shall be unquestionably fulfilled after Japan has been defeated."

With sort of a grim humor the Yalta agreement protocol regarding the Far East concluded by saying: "For its part the Soviet Union expresses its reticence to conclude with the nationalist government of China a pact of friendship and alliance."

It was not until many months later that either the government of China or the Congress of the United States found out the terms of the Yalta agreement. The foundation laid by this agreement has contributed greatly to the loss of freedom in Eastern Europe and in China. Under the terms of the Yalta agreement, the Soviet Union did come into the war against Japan. It came in five days before the Japanese surrender and occupied Manchuria and North Korea. In North Korea the Soviets promptly laid the groundwork for a divided country and the ultimate events leading to the outbreak of the Korean War, which was precipitated by their satellite North Korean Communist government.

In China, despite the Soviet pledges regarding its dealings with the republic of China, the Soviet Union proceeded to arm and equip the Chinese Communists under the leadership of Chou En Lai and Mao Tse Tsung, by allowing them to take over the stocks of captured Japanese equipment estimated to have been sufficient to arm and equip 1,000,000 men for a period of five years.

While much more could be said, the sorry story of Yalta gives a clear understanding of why the Communist world now wants to get us involved in another conference through which they can gain their objectives.

Now let us turn to the San Francisco United Nations conference of ten years ago. World War II had not yet been terminated. The people of the world did not know that we were on the threshold of the atomic age, though those in high government had reason to believe a vast new power that ultimately could be used for destructive or constructive purposes was soon to be unveiled. Hopes were high everywhere that the Soviet Union, though a

dictatorship, had learned the folly of aggression and of war, and that because of the vast help given the Russians by the free world they would be willing to help establish a system of international law and order to preserve the peace of the entire world for ourselves and for our children.

Unfortunately, both during the San Francisco conference and in the ten years that have followed, a vast propaganda effort has taken place to build the United Nations into something which its charter provisions could not or did not permit it to become. In the United Nations different people envisioned different things. Some envisioned it as a mighty force of collective security that would rally most of the nations of the world to resist aggression and preserve the peace. In moments of oratorical fancy, some even suggested that the fact that the United Nations was in being would warn free nations to scrap if not all their armed forces at least a major part and place their reliance upon the police power of the United Nations and the collective moral persuasion of that organization.

On June 25, 1950, this concept was shattered shortly after it appeared to be confirmed. When the Communist forces crossed the 38th parallel, the United Nations Security Council promptly acted and first called upon the Communist aggressors to cease the aggression. The Communists, of course, were not impressed by the United Nations resolution, nor were they impressed by the adverse moral reaction of that organization. The Security Council next called on the 60 members of that organization to give aid and support to the victim of the aggression, the little republic of Korea. What is the record of this? After three years of the Korean war, of the 60 members of the United Nations only 17 contributed a single soldier, sailor or airman to the resistance of aggression. Outside of the United States of America, the other 16 contributed armed forces in the amount of 45,000. The United States of America alone contributed more than 450,000 and we rotated more than 1,000,000 men through the Korean theater of war. The little republic of Korea, which was the victim of aggression, supplied over 600,000. This means that the United Nations members supplied less than 10 per cent while the United States of America supplied 90 per cent of those constituting the membership. Of those who fought the war, the United States of America and the little republic of Korea supplied 95 per cent of the manpower and better than 95 per cent of the resources.

Now does this indicate that the United Nations is an effective instrument of security? The answer must come back in the negative. With that example are you prepared to risk the future of our nation and the safety of our people on the collective ability of the United Nations to function in the event of aggression? The answer likewise must be in the negative. Is any other free nation of the world, based on that record, willing to risk its survival upon the collective action of the United Nations alone? The answer must come back in the negative.

Has the time not come for a realistic reappraisal of just what part the United Nations is qualified to play and to stop kidding ourselves into believing it is something it is not, and in my judgment it cannot be.

Now there are some who have envisioned the United Nations as a world state to which openly or clandestinely

individual nations would surrender their sovereignty. Some of the more enthusiastic proponents of this type of superstate compared the San Francisco meeting with that of our own Constitutional convention at Philadelphia. Of course the two gatherings are not comparable for the building of a government upon which man might depend for the protection of his life, his liberty, his economic and his intellectual freedom.

In the first place, those who met at Philadelphia spoke a common language and had a common heritage. True, they had come from different areas of the world but they or their predecessors had come seeking a new way of life, freedom from old world tyranny or a desire to worship God according to the dictates of their own consciences. They had fought a common battle against the mightiest empire of that time. They had carried over from the old country the background of Magna Charta and of representative government. They had had experience, some of it not too satisfactory, under the Articles of Confederation. With that background and under what I believe was Divine inspiration, they drafted the greatest document drafted by the mind and hand of man.

A little more realistic understanding of a history of the nations gathered in San Francisco should have made it clear that the organization could not be and should not be considered as a basis for world government.

Nations of less than 1,000,000 population have equal representation with those that have over 300,000,000 people.

The Soviet Union, which is perhaps the most tyrannical government since Western civilization entered the modern era, sits as an equal partner with nations of long established constitutions of law and order and a respect of the rights of man.

Now there are those who urge the admission of Communist China, which was the aggressor in the Korean war. This, together with the other Communist states, would give that system of tyranny more than 800,000,000 people that they claim to speak for. As for me, as long as I have a voice or a vote in the Senate of the United States, I shall never consent to permitting the guarantees of freedom under our Constitution being diluted or modified directly or indirectly by any organization having in powerful policy positions nations which have no appreciation or respect for free institutions.

Now, lest we be gradually edged into such a world state before we learn too late where we have been taken, I believe that every candidate for public office, executive, legislative or judicial should be asked to give a forthright view upon this great public issue.

The United Nations, if it does not destroy its moral position by actions which I shall mention, does have a function in times of war. It could be a forum where the views of the free world and the Communist world might be aired for the benefit of the peoples of the world, provided there was assurance that the debates in the General Assembly or the Security Council would receive as widespread coverage behind the iron curtain as they do in the free nations of the world.

Even in regard to its position of moral leadership the United Nations has allowed itself to become seriously compromised. Following the intervention of Communist China into the Korean war, the United Nations, after great hesitation, declared Communist China to be an

aggressor. There had been no such hesitation when the small aggressor, Communist Korea, crossed the 38th parallel in June of 1950. To close observers this seemed to indicate that there would be alacrity to pass a resolution and to act against a small aggressor but there would be procrastination and delay in acting against a large aggressor. This seemed to be an abandonment of principle for expediency.

Later, when the evidence was conclusive that the Soviet Union was not only giving moral support to Communist aggression in Korea but was supplying MIG planes, tanks, artillery, ammunition and other weapons in clear violation of the United Nations resolution and the charter of that organization, no steps were taken to expel the Soviet Union from the United Nations. Later on the official representative of the Soviet Union baldly and boldly admitted the fact that such support had been given and in effect defied the United Nations to do anything about it. They did nothing. Every member of the United Nations knows the terms of the Korean armistice have been and are today being violated in numerous ways. The Neutral Nations Commission is not allowed to function in Communist North Korea as it was intended, though the commission has complete freedom in the area of the free republic of Korea.

In violation of the terms of the armistice, the Communists have brought in equipment and built military airfields. The most flagrant violation has been the admitted holding of 15 members of the American Air Force, 11 of whom have been sentenced to prison terms of from four to ten years. Under the terms of the Korean armistice, it was required that all prisoners of war who wanted to be returned should be allowed to do so. There is strong reason to believe that there are at least several hundred additional American G.I.'s and other United Nations prisoners of war who are being held in violation of the terms of the armistice.

The United Nations passed a resolution expressing its concern in this matter. Secretary General Hammerskjold made a special trip to Peiping. He returned without the release of the prisoners and without any date upon which they might expect to be returned in the future. It is apparent that they are being held for the purpose of international blackmail by the Chinese Communist regime. Impotent and paralyzed, the United Nations Security Council and General Assembly have taken no effective steps to enforce compliance in accordance with the terms of the Korean armistice.

In the matter of the Chinese Communist aggression against the republic of China, which is a charter member of the United Nations, that organization invited the Chinese Communists to come to New York to discuss a cease fire. The Chinese Communists arrogantly laid down terms that a victor would be expected to lay down to the vanquished, namely that the republic of China should be removed from the Security Council and that the Soviet Union resolution condemning the United States should be made the order of business rather than the New Zealand resolution relative to a cease fire. When this message was received, the United Nations again demonstrated its ineffectiveness by postponing the whole situation while some of the neutralist friends of the Soviet Union and Red China are now trying through diplomatic channels to provide a Far Eastern Munich whereby the



IT MUST BE pretty serious—and it is. These men are viewing film in session on Animal Diseases.

Chinese Communists will be given the key coastal islands of Quemoy and Matsu. This, of course, would be another defeat for the free world and throughout all of Asia looked upon as another victory for the Communists.

Now certainly in this day and age of the airplane and the atomic weapon a nation can no more return to isolationism than an adult can return to childhood. It is important that we have a system of effective collective security and demonstrate to the Communist world that there will be no retreats or the abandonment of free people to the Communist hands.

Let us examine some of these proposals that have come up before us—another Geneva type meeting, or if you please, another Yalta type meeting. Nehru in India has given one indication, namely, the surrender of the coastal islands of Quemoy and Matsu that control the vast harbors of Kuchow and Hanoi, which would be used by the Chinese Communists to build up invasion fleets for the ultimate use in an assault upon Formosa.

Now Formosa is not some isolated island of no importance in that area of the world. Under the late administration, the joint chiefs of staff determined it would not be in our national interest or in the interest of the free world to have Formosa pass into unfriendly hands. It is a major part of the defense line which runs from Korea and Japan through our great air base at Okinawa, down through Formosa and the Philippines and anchors on Australia and New Zealand. If Formosa is passed into unfriendly hands, it would outflank our air base at Okinawa a few hundred miles to the north, and it would outflank the Philippines a few hundred miles to the south. In the views of the last joint chiefs of staff and our responsible commanders in the field, it might ultimately mean the first line of defense in the Pacific would be moved back to the Pacific Coast bases of Washington, Oregon and California.

Let me say to you on my responsibility as a senator of the United States, as a member of the Committee on Foreign Relations, and as a member of the Joint Committee on Atomic Energy since it was organized three years ago, in my judgment it is no place for the first line of defense of this country to be back on the Pacific Coast base of California, Oregon and Washington. Yet we have the proposal of Nehru that the Chinese Nationalist government be required to give up these coastal islands.

They also suggest that the island of Formosa be neutralized or placed under United Nations trusteeship.

This would be a fatal policy. Formosa today is a province of China; it contains 9,500,000 free Chinese. This is a larger population than 43 independent nations of the world have today, including the vast majority constituting the United Nations.

To neutralize this island would mean that you would destroy the sovereignty of the government of the republic of China. It would mean that you would destroy the effectiveness of 500,000 non-Communist armed forces on that island. It would immediately free for the use of the Communists on the mainland 2,000,000 or 3,000,000 of their troops who now have to guard the coast against a potential nationalist offensive against the coast and would permit that number of Communist troops to be moved north for use against Korea or moved south against Southeast Asia.

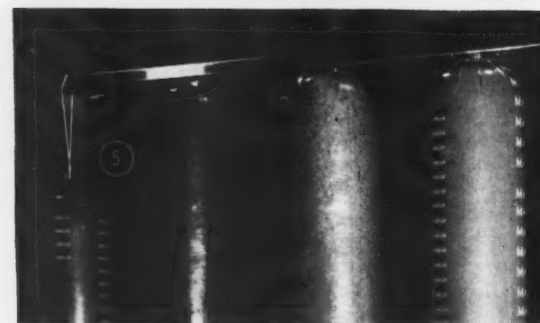
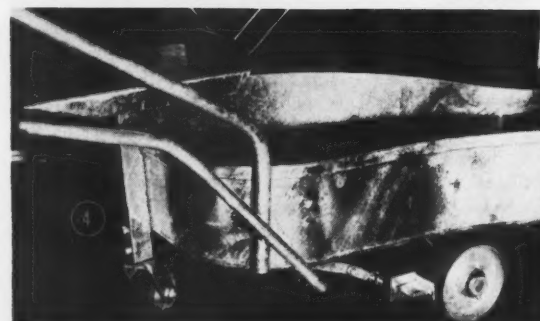
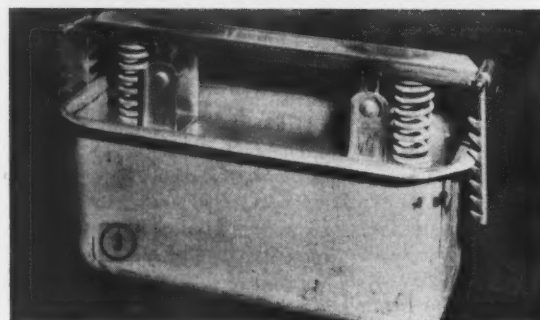
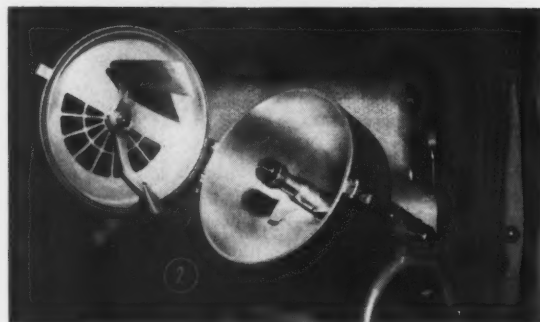
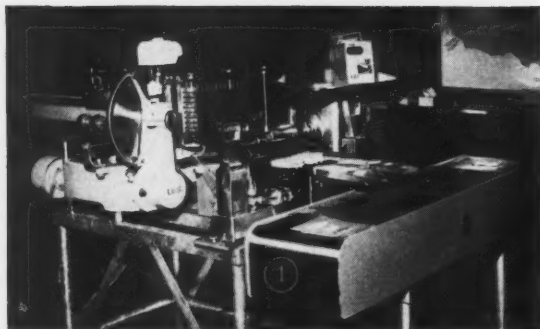
There have been some who have suggested that they not go quite that far, that you give to the Chinese Communists the coastal islands and hold in abeyance the question of what ultimately should become of the island of Formosa. They lose sight of the fact that another retreat, the giving up of these key islands, would have a detrimental effect upon the morale of both the people and the defense forces on Formosa and might have the same disastrous effect that the loss of the fortress Dien Bien Fu had not only upon the people of Viet Nam, but also the people in metropolitan France as well.

There have been some that have suggested that the act of appeasement should include the admission of Communist China into the United Nations organization. This, I believe, would also be detrimental to the ultimate cause of world peace. In the first place, there are 17 nations today, none of which have permitted an act of aggression since the end of World War II, which have applied for membership in the world organization. They were all kept out by a Soviet vote. Communist China was the aggressor in Korea. It was largely responsible for inflicting upon Americans alone 140,000 casualties, including 35,000 dead. Communist China is now in violation of the terms of the Korean armistice. It is holding admittedly 15 American prisoners of war in violation of the armistice, and there is good reason to believe several hundred additional are being held. Admission to the UN would be considered a great moral victory for the Chinese Communists in all of Asia.

That is why I have said in the past and I repeat to you today, as long as I have a voice and a vote in the Senate of the United States, I shall oppose the admission of Communist China into the United Nations.

Now I have a deep belief that the American people and those throughout the free world who understand the dangers facing us will never again pay the price of another Yalta or another Geneva in order to buy a temporary respite from the insatiable appetite of international Communists who desire to destroy human freedom. I have a deep conviction as a Senator of the United States and as an American citizen that if we will only use the same courage and same common sense that motivated the men who sat at Philadelphia and, I believe under Divine inspiration, gave us first our Declaration of Independence and later our Constitution of the United States, there are none of our great domestic problems which we, as a free people, cannot solve and there is no foreign foe we need ever fear.





# Equipment Review

The latest in meat industry equipment taken directly from exhibits at Western States Meat Packers Association convention. Photographs are by NP.

**1. MULTI-JOB** slicing machine makes it possible to perform almost all the operations of slicing, portioning and packaging luncheon meats at one location with one unit of equipment. With the Model 170-SS slicer luncheon meats can be sliced, counted, stacked, weighed in movement and delivered to a takeaway conveyor or to twin sleeves from which the product slides into film bags. U. S. Slicing Machine Co., LaPorte, Ind.

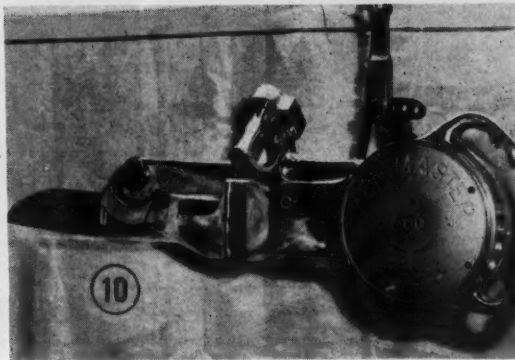
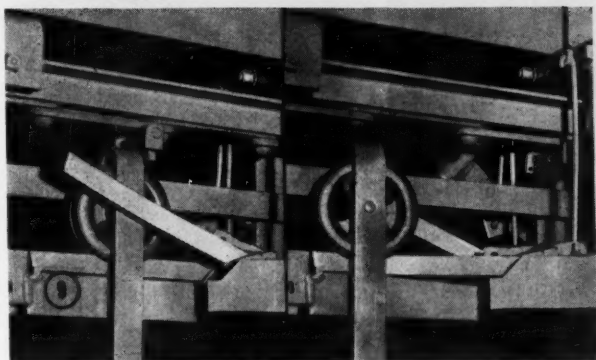
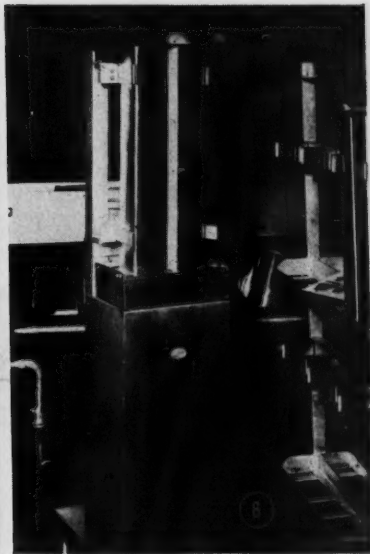
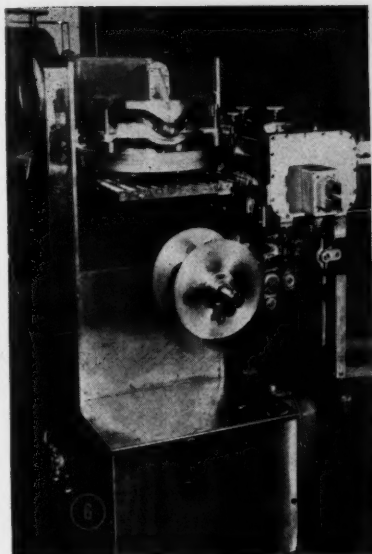
**2. BOWL-SHAPED** German machine does the jobs of fine chopping and mixing. Top speed of the knives which rotate within the bowl is 3,000 revolutions per minute. No grinding of the meat need precede the chopping operation. Capacity of the unit displayed is 60 lbs., which can be entirely processed in 4 minutes, but a machine of double the size is now being developed. Drive is by a 5 h.p., 220-volt motor which is fully enclosed in a cylindrical housing underneath the tiltable bowl. Wally Gould & Co., Oakland.

**3. STAINLESS STEEL** ham mold has a tight-fitting cover which locks in place positively. The mold is designed to produce cooked hams with dimensions of  $4\frac{1}{2} \times 4\frac{1}{2} \times 12$  in. The mold has rounded corners for ease in cleaning. Meat Packers Equipment Co., Oakland.

**4. PAUNCH TRUCK** is equipped with a positive on-off, hand-controlled brake system; the brakes hold both center running wheels for a sure, safe stop anywhere the operator desires. This makes it easier and safer to load paunches into the truck. Body is 12 gauge metal, well reinforced and with full rounded corners. There are two 10-in. rubber-tired, roller bearing wheels and one 6-in. stem type swivel caster. Available in galvanized or stainless metal; removable pluck pan has same finishes. Le Fiell Company, San Francisco.

**5. TRIANGULAR** shaped smokestick of 16 gauge stainless steel is slotted along the entire length of bottom face to admit and hold metal casing closure from which large sausage are suspended during the smoking operation. As shown in picture the stick can also be used for string-hung large sausage, as well as for frankfurts, etc. Tipper Tie, Inc., Union, N. J.





**6. PATTY-FORMING** machine for hamburger and other ground meats not only shapes the patties but interleaves them with paper, stacks them and conveys the product away. Patties are formed in a series of pockets inside a circular metal plate. Roll paper is used for interleaving. Package Enterprises, Inc., San Francisco.

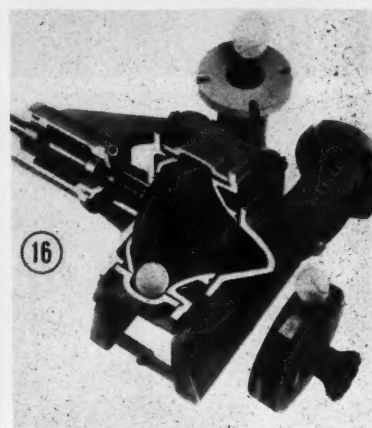
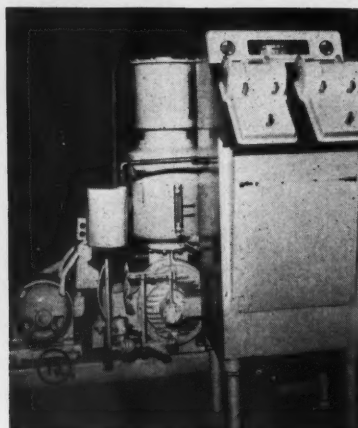
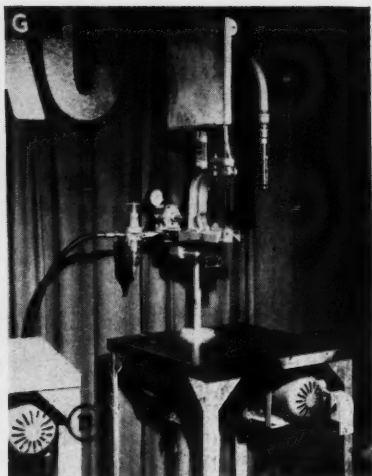
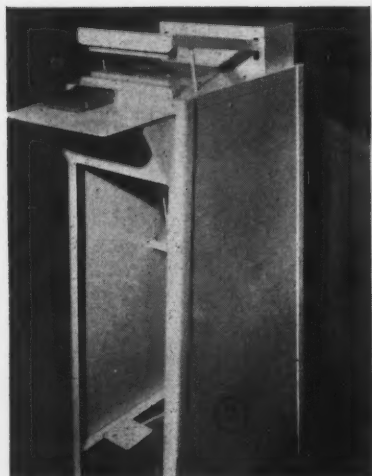
**7. SELF-CONTAINED LIFT** platform is designed to ease and speed the carcass splitting job since the platform descends at controlled speed as the power saw goes down through the back of the beef. Called a "Pneu-Draulic" unit, the platform can be brought onto the killing floor, bolted down and put into service by attaching a 1/2-in. air line. Built of sturdy galvanized metal, with a working surface of non-slip grating, the unit is equipped with a hand rail at the top for operator safety when the platform is raised to full height. Ascent and descent cycle is broken by a controlled pause at top which allows operator to set his saw. Carpenter-Hetzler Co., Los Angeles.

**8. DUAL LOAF MOLD GREASER** is said to perform the job of greasing long loaf molds ten times faster than the operation can be performed by hand. The greaser has a reservoir which holds a supply of lard at the proper temperature by thermostatic control. Dual cylinder pads draw a supply of

lard from reservoir; then, by pneumatic action, the two cylinders plunge upward into the two molds, spreading an even layer of the fat on all surfaces with practically no splash or waste. Unit has a lubricator, air filter and adjustable feet. Meat Packers Equipment Co., Oakland.

**9. AUTOMATIC SWITCH** has been adapted for use with drop-finger type conveyor used in beef and small stock dressing, cutting room, etc. Thus a series of dressing rails can feed into a conveyor line without manual switching or interruption of conveyor movement. In use, the automatic switch is closed by the approaching load as it is moved onto switch, either from the conveyor or dead rail. The mechanism throwing the switch operates above the conveyor chain. Switch is made of forged steel, including track curves ready to bolt or weld in place, and cannot get out of line. Le Fiehl Company, San Francisco.

**10. HOG SAW CLEAVER** is a combination of marking saw and cleaver for power splitting of hogs. A 2-in. section of the sturdy reciprocating blade has saw teeth while the balance of the blade to the tip has a cleaver edge. Accurate alignment can be maintained in cutting. Kentmaster Manufacturing Co., Los Angeles.



**11. VACUUM SEALER** is a small and simple foot-actuated unit, with self-contained vacuum pump and sealing bars, for evacuating and sealing film pouches and bags containing luncheon meats, frankfurts, etc. In use, the operator places open end of product bag under sealing bars with vacuum nozzle (almost invisible) in the opening. Heat sealing bars come together simultaneously with withdrawal of air from package. Unit is portable, has a removable and adjustable work table, occupies 24x27½ in. of floor space and requires 110-volt A.C. for operation. Howard Plastics, Inc., Council Bluffs, Ia.

**12. COMPACT HEAD SPLITTER** is available in sizes for beef and small stock. The self-contained "Pneu-Draulic" (air-hydraulic) unit requires maximum 26x30 in. floor space and only a ½-in. air line for operation. After the head has been checked and jaw broken, head is placed face down on the platen. When double safety valves are depressed, which requires both the operator's hands, the platen moves upward to the blade, splitting the head. When either or both valves are released the platen quickly returns to down position. Self-lubricating piston is only moving part. Carpenter-Hetzler Co., Los Angeles.

**13. VACUUM PACKAGER** is used for small and medium items such as butts, shoulders, frozen poultry, etc. The model is equipped with a vertical clip applicator which will close either standard or miniature clips by a fast change of tracks and nests. Vacuumizer has gooseneck pipe, hand pull type nozzle, vacuum tank assembly and ¼-h.p. motor-driven pump. The setup includes an electrically operated shrink tank and dip basket. Packaging table has stainless steel top. Electricity is only utility needed. Cryovac division, Dewey and Almy Chemical Co., Cambridge, Mass.

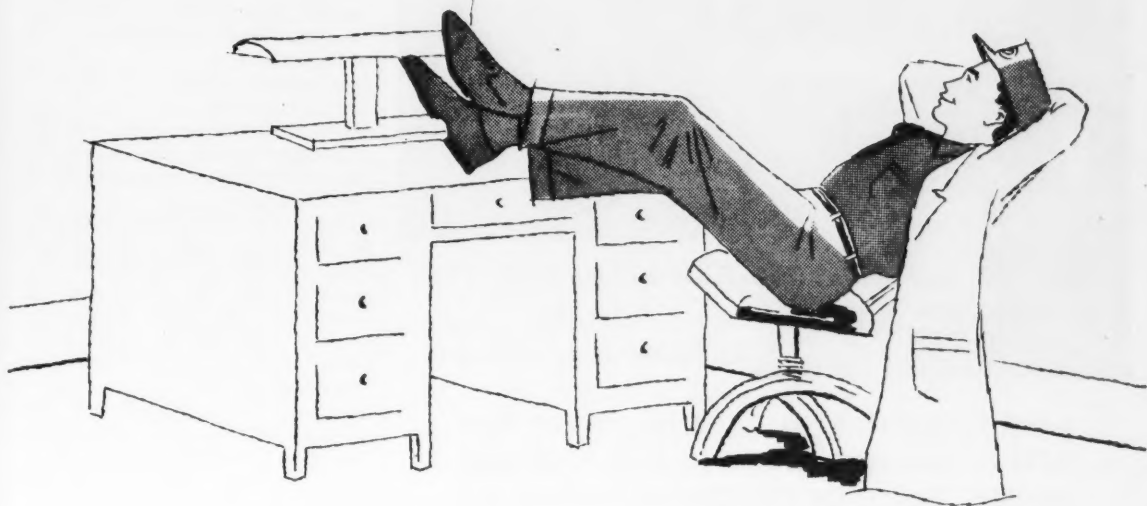
**14. SHRINK TUNNEL** is designed for high-speed, conveyORIZED shrinking of Cryovac-wrapped packages. Dimensions are: height 56 in., width 27 in., and length 52 in. Conveyor with stainless steel slats carries product through bath and there are nozzles to give converging hot water sprays on packaged meats. Tunnel is stainless steel construction, has heat-resistant rubber curtains and 8-in. exhaust steam duct with damper. Utilities required are 10 psi steam, 110-volt electric current, 15- to 20-lb. air and water. Cryovac division, Dewey and Almy Chemical Co., Cambridge, Mass.

**15. VACUUM PACKAGER**, suitable for conveyor line slicing, filling, weighing, vacuumizing and sealing of pouched product, is available in several types for small and larger packages of sliced luncheon meats, franks, Canadian bacon, regular bacon, etc. One model can be used to replace evacuated air with a controlled atmosphere (nitrogen, etc.) in packaging dried beef and "fluffy" products. Rated output is 30 packages per minute; dry packaging requires 115 volts A.C., piping to vacuum pump and cool water for pump. Height is 68 in., width, 31 in., and depth, 26 in. Flex-Vac division, Standard Packaging Corporation.

**16. SOLIDS PUMP** employs a new principle of dynamic solids pumping that eliminates conventional impeller; it operates by transmitting power to a fluid pulp as in fluid type torque converter. Creation of a vortex effect causes pulp in main body to rotate, developing suction and pressure head. Location of impeller out of the main flow insures unobstructed passage of any liquid-solid combination that will pass through piping. Available in 2- to 10-in. sizes, the pump might be applied to such meat industry problems as movement of sewage sludge, paunch manure, inedible material, fats, etc. Western Machinery Co. (Le Fiehl distributed), San Francisco.



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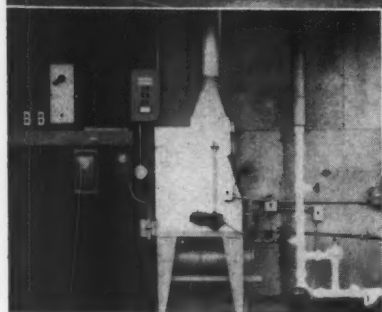


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## 8 States Processed 54% Of U. S. Meat Last Year; Iowa Again in Top Spot

Eight states each processed more than 1,000,000 lbs. of dressed meat during 1954, the American Meat Institute reported in a special study based on U.S. Department of Agriculture figures. The eight states produced about 54 per cent of the nation's meat.

Iowa, boosting its production 1 per cent to a new high of 2,896,772,000 lbs., continued as the nation's No. 1 meat processing state. Neighboring Illinois retained its hold on the runner-up spot with a total production of 2,191,054,000 lbs. California accounted for 1,663,084,000 lbs.; Minnesota, 1,596,669,000 lbs.; Nebraska, 1,442,938,000 lbs.; Texas, 1,232,884,000 lbs.; Ohio, 1,123,208,000 lbs.; and Missouri, 1,025,319,000 lbs.

California continued as the No. 1 beef producing state with 1,225,919,000 lbs.; Illinois was second and Iowa, third. California was also tops in lamb processing with 103,851,000 lbs., followed by Iowa and Nebraska in that order.

Iowa held its commanding position as the leading pork producing state with an output of 1,578,551 lbs. last year while Illinois was a distant second and Minnesota, third. Iowa was the only state in the "over a billion" class that processed more pork than beef.

In veal, Texas ranked first with 284,226,000 lbs., while Illinois and Wisconsin followed in that order.

## P.O.P. Symposium, Exhibit Set for Chicago April 5-7

More than 15,000 administrative, sales and advertising executives from all sections of the nation are expected to attend the ninth annual exhibit and symposium of the Point-of-Purchase Advertising Institute Tuesday through Thursday, April 5-7, at the Palmer House, Chicago.

Advertising experts and representatives of companies using point-of-purchase material will comprise the panel of a merchandising forum on April 6. The show also will include displays of all types of new point-of-purchase advertising involving light, motion and color.

## Contest for Selling Ideas

A \$2,500 cash prize contest for grocers' ideas on moving canned foods by the case is planned by Continental Can Co., to start on March 25 and run for 30 days.



## Protein Splitters, Sulfur Smell Are Among Bars to Irradiation Sterilization

More about the nature of some of the changes induced in meat by gamma irradiation, which are among problems to be overcome before irradiation sterilization can be used commercially, has been discovered by American Meat Institute Foundation scientists.

Irradiation at sterilization levels caused only a 50 per cent loss in the total proteinase activity (enzymes that split proteins) in ground beef samples, D. M. Doty, assistant AMIF director, and James P. Wachter, report.

This is important since, regardless of the adequacy of protection against bacterial spoilage provided by irradiation, the residual enzyme activity thus indicated probably would be sufficient to produce a protein breakdown in raw meat if stored for long periods of time without refrigeration.

A second problem, the off-odor produced in beef by gamma irradiation, is due at least in part to the degradation of some of the water-soluble compounds in the meat and the concurrent formation of hydrogen sulfide and methyl mercaptan, according to Doty and O. F. Batzer of the AMIF. Hydrogen sulfide and methyl mercaptan contain sulfur and are quite odoriferous.

With the support of an Atomic Energy Commission contract, the AMIF scientists and others are continuing their studies in an attempt to find some practical method of preventing undesirable changes in food products.

## Cold Storage Committee Recommends Meat Research

Close federal, state and industrial cooperation in agricultural research was urged by the USDA's Cold Storage Research Advisory Committee at the group's annual meeting in Washington, D. C.

Among specific recommendations were: 1) Initiate research on methods that can render lower grades of meat (particularly beef) more desirable, including factors contributing to the tenderness, juiciness and flavor, and 2) Expand research on meat bacteriology in relation to keeping quality of meat and meat products.

The committee re-elected Paul B. Christensen, North East Cold Storage Corp., Portland, Me., as chairman and H. C. Diehl, The Refrigeration Research Foundation, Colorado Springs, Colo., as vice chairman.



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coarse	15 to 22%	light golden brown to rich dark brown

These figures are based on the use of a single batter dip

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Golden Dipt is the only product of its type awarded the Good Housekeeping Seal

When you pre-cook, Golden Dipt absorbs 32% less grease than ordinary breadings

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6th and Franklin Avenue, St. Louis 1, Missouri

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☐ Golden Dipt Batter Mix

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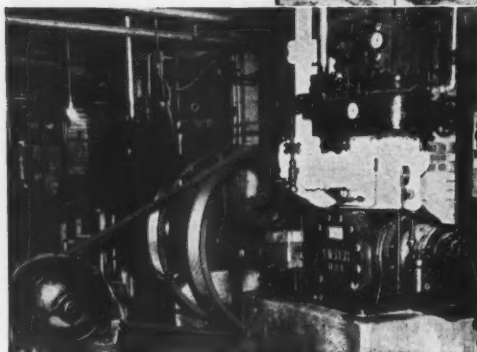
**GOLDEN DIPT DIV.**

Meletio Seafood Company  
St. Louis, Mo.

In Canada write, Golden Dipt, Coma Trading Corp.  
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Inc.  
Tupelo, Mississippi



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in REFRIGERATION EQUIPMENT

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Dependable Vilter equipment provides the refrigeration: units include four Vilter compressors which supply 110 tons of refrigeration, condensers, receivers, an oil separator, and air units.

The confidence which Mid-South has in Vilter is typified by a letter from Mr. I. W. Spicer, President: "We bought our first Vilter machinery about ten years ago and since that time have added three additional units. Our Vilter Compressors are very economical in operating and up-keep costs, although heavily loaded most of the time.

"Your equipment was gotten from your distributor. Their records, I understand, show actual repair parts costs have averaged less than \$5.00 per year per compressor. We couldn't expect better all around performance and we know there are other good makes.

"In addition to giving us refrigeration machinery of high standards, we have always gotten the very best of various helpful services from both you and your distributor."

With Vilter you can have full confidence of **QUALITY** equipment ... trouble-free ... dependable ... efficient performance.

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## BOOK REVIEW

*Merchandising Pork*, by Clifford G. Bowes. National Association of Retail Grocers, Chicago, Ill., 377 pages, indexed and illustrated. \$10.

A comprehensive study and report on pork merchandising methods, with detailed illustrations, this book is divided into three major sections.

The first discusses elementary principles of retail meat business management. It devotes 18 chapters to various methods of cutting and displaying pork products. The author indicates "there is no one correct way to cut or display meat," and he has endeavored to illustrate as many different procedures as feasible. Cutting methods illustrated are being used by many managers to solve particular merchandising problems.

Section two covers management problems, with particular emphasis on the importance of the meat department and good merchandising techniques in retail operations.

The final section of the book reviews material compiled from practical experience in both large and small stores and packing plants to help young men training for management positions to understand overall industry problems.

The book is an effective tool for the meat salesman in educating the retail butcher in practical pork merchandising.

## New Protein Research Planned by Renderers

Plans for extending into several new directions the protein research work sponsored by the National Renderers Association were developed at a two-day meeting of the association's protein research committee in Chicago.

The plans are to be submitted to the association's board of directors' meeting March 21 at Houston, Tex. Animal protein nutrition research studies at the American Meat Institute Foundation now are being co-sponsored by the association and the American Meat Institute.

Members of the association's protein research committee include: Ralph Van Hoven, Van Hoven Co., Inc., St. Paul, Minn., chairman; Carl Bass, Inland Products, Inc., Columbus, Ohio; Clarence Cummings, Gainesville, Ga.; Hels Hamberg, San Francisco, and Robert Sage, Mutual Rendering Co., Philadelphia. John Hamel, Valley Chemical Co., Mt. Pleasant, Mich., president of the National Renderers Association, also attended the committee meeting in Chicago.

## Holiday Week Meat Output Above 1954

The holiday curtailment of slaughter cut meat output last week to the smallest weekly volume of the year, but stood larger than a year ago. Volume of the period at 342,000,000 lbs. was 8 per cent smaller than the 367,000,000 lbs. produced the week before, but 8 per cent above the 316,000,000 lbs. in the same 1954 week. Slaughter of cattle dropped 6 per cent, but held slightly above 1954. Butchering of hogs was down 5 per cent from the week before, but at 23 per cent, the widest spread so far this year over that for the corresponding period of 1954. Estimated slaughter and meat production by classes appear below:

Week ended	BEEF		PORK (Excl. lard)	
	Number M's	Production Mil. lbs.	Number M's	Production Mil. lbs.
February 26, 1955	310	168.0	1,121	148.0
February 19, 1955	330	178.9	1,182	160.2
February 27, 1954	306	166.5	912	122.7

Week ended	VEAL		LAMB AND MUTTON		TOTAL MEAT PROD. Mil. lbs.
	Number M's	Production Mil. lbs.	Number M's	Production Mil. lbs.	
February 26, 1955	130	14.0	245	12.2	342
February 19, 1955	125	13.5	283	14.2	367
February 27, 1954	140	15.4	244	11.9	316

1950-54 HIGH WEEK'S KILL: Cattle, 416,624; Hogs, 1,859,215; Calves, 182,240; Sheep and Lambs, 349,541.

1950-54 LOW WEEK'S KILL: Cattle, 154,814; Hogs, 641,000; Calves, 55,241; Sheep and Lambs, 137,677.

### AVERAGE WEIGHTS AND YIELDS (LBS.)

	CATTLE		HOGS	
	Live	Dressed	Live	Dressed
February 26, 1955	990	542	237	132
February 19, 1955	990	542	242	136
February 27, 1954	981	544	233	135

	CALVES		SHEEP AND LAMBS		LARD PROD. Per cwt. Mil. lbs.
	Live	Dressed	Live	Dressed	
February 26, 1955	195	108	102	50	14.8
February 19, 1955	195	108	102	50	14.2
February 27, 1954	198	110	102	49	13.5

## ALL HOGS SHOW PLUS MARGINS FIRST TIME THIS WEEK

(Chicago costs and credits, first two days of the week)

Cutting margins on hogs returned plus values across the board for the first time in perhaps a year or more. Light hogs, however, fell back a trifle from the previous week's gain, while the other two showed gains, the heavies showing to the best advantage.

This test is computed for illustrative purposes only. Each packer should figure his own test using actual costs, credits, yields and realizations. The values reported here are based on the available Chicago market figures for the first two days of the week.

	—180-220 lbs.—				—220-240 lbs.—				—240-270 lbs.—			
	Pet. live wt.	Price per lb.	Per cwt. alive	Per cwt. yield	Pet. live wt.	Price per lb.	Per cwt. alive	Per cwt. yield	Pet. live wt.	Price per lb.	Per cwt. alive	Per cwt. yield
Skinned hams	12.8	40.3	\$ 5.16	\$ 7.37	12.9	37.3	\$ 4.81	\$ 6.64	13.2	36.3	\$ 4.79	\$ 6.64
Picnics	5.8	25.6	1.37	1.91	5.6	22.3	1.25	1.74	5.5	22.0	1.21	1.69
Boston butts	4.3	28.4	1.22	1.73	4.1	27.6	1.13	1.60	4.1	25.6	1.05	1.46
Loins (blade in)	10.2	35.9	3.66	5.24	9.9	34.4	3.41	4.79	9.7	36.8	3.57	5.03
Lean cuts			\$11.41	\$16.25			\$10.60	\$14.77			\$10.62	\$14.82
Bellies, S. P.	11.1	28.3	3.14	4.47	9.6	27.7	2.66	3.74	4.1	22.8	.93	1.30
Bellies, D. S.					2.1	18.4	.38	.55	8.6	18.4	1.58	2.17
Fat backs					3.2	8.0	.20	.36	4.6	9.5	.44	.60
Jowls					1.7	8.9	.15	.22	1.9	8.9	.17	.23
Raw leaf	2.3	11.3	.26	.32	2.2	11.3	.25	.35	2.2	11.3	.25	.35
P. S. lard, rend. wt.	14.9	10.9	1.62	2.34	13.5	10.9	1.47	2.05	11.6	10.9	1.26	1.72
Fat cuts and lard.			\$ 5.17	\$ 7.37			\$ 5.17	\$ 7.27			\$ 4.63	\$ 6.37
Spareribs	1.6	30.4	.49	.70	1.6	26.6	.43	.61	1.6	23.6	.38	.52
Regular trimmings	3.3	14.1	.47	.66	3.1	14.1	.44	.59	2.9	14.1	.41	.55
Feet, tails, etc.	2.0		.21	.30	2.0		.21	.29	2.0		.21	.29
Offal & misc.			.55	.80			.55	.79			.55	.78
TOTAL YIELD & VALUE	70.0		\$18.30	\$26.08	71.5		\$17.40	\$24.32	72.0		\$16.80	\$23.36
Cost of hogs			Per cwt. alive		Per cwt. alive		Per cwt. alive		Per cwt. alive		Per cwt. alive	
Condemnation loss				Per cwt. fin. yield			Per cwt. fin. yield				Per cwt. fin. yield	
Handling and overhead												
TOTAL COST PER CWT.			\$17.64	\$25.14	\$17.30		\$24.19		\$16.60		\$23.06	
TOTAL VALUE			18.30	26.08	17.40		24.32		16.80		23.36	
Cutting margin			+.66	+.94	+.10		+.13		+.20		+.30	
Margin last week				+ 1.29	+ .08		+ .11		— .18		— .25	

## AMI PROVISION STOCKS

Total pork holdings of 370,200,000 lbs. on February 26, showed an increase of 1 per cent over February 12 stocks of 365,600,000 lbs. and were 17 per cent larger than the 315,100,000 lbs. on February 27, 1954.

Lard and rendered pork fat holdings were 74,100,000 lbs., 74,900,000 lbs. and 58,200,000 lbs. for the three dates.

The accompanying table shows stocks as percentages of holdings two weeks before and a year earlier.

	Feb. 26, stocks as Percentage of Inventories on	
	Feb. 12 1955	Feb. 27 1954
HAMS:		
Cured, S.P.-D.C.	90	120
Frozen for cure, S.P. & D.C.	107	108
Total hams	104	112
PICNICS:		
Cured, S.P.-D.C.	96	162
Frozen for cure, S.P. & D.C.	102	93
Total picnics	100	100
BELLIES:		
Cured, D.S.	98	146
Frozen for cure, D.S.	114	139
Frozen for cure, S.P. & D.C.	105	140
OTHER CURED MEATS:		
Total other	90	110
FAT BACKS:		
Cured, D.S.	92	79
FROZEN FRESH:		
Loins, spareribs, trimmings, other—Totals	95	127
TOT. ALL PORK MEATS	101	117
LARD	90	129
RENDERED PORK FAT	100	93

## CHICAGO PROVISION STOCKS

Lard inventories in Chicago on February 28 amounted to 19,225,258 lbs., according to the Chicago Board of Trade. This was an increase compared with the 17,894,650 lbs. of pork in storage on January 31, and 30 per cent above the 13,170,958 lbs. a year earlier. Total meat stocks amounted to 49,324,225 lbs. compared with 45,842,725 lbs. on January 31, and 43,049,737 lbs. a year earlier. Chicago provision items appear below:

	Feb. 28 '55 lbs.	Jan. 31 '55 lbs.	Feb. 28 '54 lbs.
All brld. Pork, (bbls.)	1,263	908	630
P. S. Lard (a) .. 13,757,688	11,953,297	9,137,524	
P. S. Lard (b) ..			
Dry rendered lard (a) .. 3,189,808	2,538,808	900,894	
Dry rendered lard (b) .. 169,448	169,448	10,984	
Other Lard .. 2,108,314	3,238,097	3,121,356	
TOTAL LARD .. 19,225,258	17,894,650	13,170,958	
P. S. Cl. Bellies (cont.) ..	6,400	7,700	
P. S. Cl. Bellies (other) .. 3,090,363	2,701,362	3,336,264	
TOTAL D.S. Cl. Bellies .. 3,090,363	2,707,762	3,343,904	
D. S. Fat Backs .. 1,189,346	1,252,441	2,316,739	
S. P. Reg. Hams .. 374,373	403,978	110,896	
S. P. Sls. Hams .. 16,479,301	14,844,746	13,897,852	
S. P. Bellies .. 12,741,283	11,449,971	12,722,652	
S. P. Picnics ..			
Boston shldrs. .. 7,962,798	7,708,499	5,495,144	
Other Cuts .. 7,486,857	7,475,288	5,163,050	
TOTAL ALL MEATS .. 49,324,225	45,842,725	43,049,737	

(a) Made since Oct. 1, '54. (b) Made previous to Oct. 1, '54. The above figures cover all meat in storage including government holdings.

## CHICAGO PROV. SHIPMENTS

Provision shipment by rail, in the week ended Feb. 26, compared:

	Week ended Feb. 26	Previous Week	Cor. Week 1954
Cured meats, pounds	8,963,000	9,438,000	12,789,000
Fresh meats, pounds	8,688,000	10,478,000	20,573,000
Lard, pounds	2,152,000	1,857,000	2,892,000



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in its Natural Dress"*

with  
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HOG AND SHEEP CASINGS

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## Meat and supplies CHICAGO prices

### WHOLESALE FRESH MEATS CARCASS BEEF

(L.C.I. prices)	
Native steers	Mar. 1, 1955
Prime, 600/800	47
Choice, 500/700	40
Choice, 700/800	39 1/2
Good, 500/700	34
Commercial cows	24
Bulls	25 1/2
Canner & cutter cows	21 1/2

### PRIMAL BEEF CUTS

Prime:		
Hindqtr. 5/800	59.0@	61.0
Foreqtr. 5/800	38.0@	38.5
Rounds, all wts.	48.0@	49.0
Trd. loins 50/70 (1c)	108.0@	105.0
Sq. Chux 70/90		37.0
Arm Chux 80/110		35.0
Ribs 25/35 (1c)		80
Briskets (1c)		36.0
Naveles, No. 1		12.5
Flanks, Rough No. 1		14.0
Choice:		
Hindqtrs. 5/800		47.5
Foreqtrs. 5/800		34.5
Rounds, all wts.		46.0
Trd. loins 50/70 (1c)	72.0@	73.0
Sq. Chux 70/90		37.0
Arm Chux 80/110		35.0
Ribs 25/35 (1c)	50.0@	54.0
Briskets (1c)		36.0
Naveles, No. 1		12.5
Flanks, Rough No. 1		14.0
Good:		
Rounds	42.0@	43.0
Sq. cut chucks	35.0@	36.0
Briskets	35.0@	37.0
Ribs	40.0@	43.0
Loins	50.0@	54.0

### COW & BULL TENDERLOINS

3/dn. range cows (frozen)	53@55
3/4 range cows (frozen)	67@69
4/5 range cows (frozen)	72@75
5/up range cows (frozen)	85@87
Bulls, 5/up	86@90

### BEEF HAM SETS

Knuckles, 7 1/2 up	41 1/2
Insides, 12 up	41 1/2
Outsides, 8 up	37

### BEEF PRODUCTS

Tongues, No. 1, 100's	30 @35
Hearts, reg., 100's	11
Livers, sel., 30/50's	32 @33
Livers, reg., 30/50's	22 @23
Lips, scalded, 100's	10
Lips, unscaled, 100's	8 1/2
Tripe, scalded, 100's	5 1/2
Tripe, cooked, 100's	6 @ 6 1/2
Lungs, 100's	7
Melts, 100's	7
Udders, 100's	5 1/2

### FANCY MEATS

(L.C.I. prices)	
Beef tongues, corned	40 @42
Veal breads, under 12 oz.	62
12 oz. up	100
Calf tongue, 1 lb./down	22 @28
Ox tails, under 3/4 lb.	16 1/2
Ox tails, over 3/4 lb.	18 1/2

### WHOLESALE SMOKED MEATS

Hams, skinned, 14/16 lbs., wrapped	45
Hams, skinned, 14/16 lbs., ready-to-eat, wrapped	47
Hams, skinned, 16/18 lbs., wrapped	44 1/2
Hams, skinned, 16/18 lbs., ready-to-eat, wrapped	46 1/2
Bacon, fancy, trimmed, brisket off, 8/10 lbs., wrapped	42
Bacon, fancy sq. cut, seedless 12/14 lbs., wrapped	40
Bacon, No. 1 sliced, 1-lb. open-faced layers	51

### VEAL—SKIN OFF

(Carcass)	
(L.C.I. prices)	
Prime, 80/110	\$40.00@41.00
Prime, 110/150	39.00@35.00
Choice, 50/80	33.00@35.00
Choice, 80/110	36.00@38.00
Choice, 110/150	36.00@38.00
Good, 50/80	28.00@30.00
Good, 80/150	32.00@36.00
Commercial, all wts.	21.00@26.00

### CARCASS MUTTON

(L.C.I. prices)	
Choice, 70/down	16@17
Good, 70/down	15@16

### CARCASS LAMB

(L.C.I. prices)	
Prime, 40/50	43 @44
Prime, 50/60	41 @42
Choice, 40/50	41 1/2 @42 1/2
Choice, 50/60	38 1/2 @41 1/2
Good, all wts.	38 @40

### SAUSAGE MATERIALS—FRESH

Pork trim., reg. 40%	16 1/2
bbbs.	
Pork trim., guar. 50%	
lean, bbbs.	17 1/2 @18
Pork trim., 80% lean,	
bbbs.	31
Pork trim., 95% lean,	
bbbs.	41
Pork head meat	20
Pork cheek meat, trim.,	
bbbs.	22 @22 1/2
C. O. cow meat, bbbs.	32 1/2
Bull meat, bon's, bbbs.	35
Beef trim., 75/85 bbbs.	22 1/2
Beef trim., 85/95 bbbs.	27 1/2
Bon's chks., bbbs.	32 @32 1/2
Beef cheek meat, trim.,	
bbbs.	18
Beef head meat, bbbs.	16
Shank meat, bbbs.	33 1/2
Veal trim., bon's, bbbs.	26 1/2 @27

### FRESH PORK AND PORK PRODUCTS

Hams, skinned, 10/12	44
Hams, skinned, 12/14	40
Hams, skinned, 14/16	38
Pork loins, reg., 8/12	38
Pork loins, bon's, 100's	68
Shoulders, 16/dn., loose	28
Picnics, 4/6 lbs., loose	26 1/2
Picnics, 6/8 lbs.	24
Pork livers	9 1/2 @10
Boston butts, 4/8 lbs.	29 @30
Tenderloins, fresh, 10's	82 @84
Neck bones, bbbs.	0 @10
Brains, 10's	10
Ears, 30's	11
Snouts, lean, 100's	8
Feet, s.c., 30's	8 @9

### SAUSAGE CASINGS

(L.C.I. prices quoted to manufacturers of sausage)

Beef casings:	
Domestic rounds, 1 1/2 to 1 3/4 inch	60@75
Domestic rounds, over 1 3/4 inch, 140 pack	80@1.10
Export rounds, wide, over 1 1/2 inch	1.25@1.50
Export rounds, medium, 1 1/2 @1 3/4 inch	95@1.05
Export rounds, narrow, 1 1/4 inch, under	1.00@1.20
No. 1 weas., 24 in. up	13@16
No. 1 weas., 22 in. up	9@13
No. 2 weasands	8@10
Middles, sew., 1 1/2 @2 1/4 in.	1.00@1.35
Middles, select, wide, 2 @2 1/2 in.	1.25@1.50
Middles, extra select, 2 1/2 @2 3/4 in.	2.00@2.25
Beef bungs, exp. No. 1	25@31
Beef bungs, domestic	20@25
Dried or salt, bladders, piece:	
8-10 in. wide, flat	8@13
10-12 in. wide, flat	9@16
12-15 in. wide, flat	16@22
Pork casings:	
Extra narrow, 20 mm. & dn.	4.00@4.25
Narrow, medium, 20@32 mm.	3.70@4.15
32@35 mm.	2.05@3.00
Spec., med., 35@38 mm.	1.70@2.10
Export bungs, 34 in. cut	45@54
Lge. pr. bungs, 34 in.	32@35
Med. prime bungs, 34 in. cut	25@28
Small prime bungs	14@18
Hog middles, 1 per set, cap. off	55@70
Sheep casings (per hank):	
20/28 mm.	4.70@5.00
24/26 mm.	4.80@5.10
22/24 mm.	4.50@4.80
20/22 mm.	3.25@3.65
18/20 mm.	2.25@2.65
16/18 mm.	1.50@1.90

### DRY SAUSAGE

(L.C.I. prices)	
Cervelat, ch. hog bungs	85@88
Thuringer	44@48
Furmer	68@70
Holsteiner	70@72
B. C. Salami	77@79
Genoa style salami, ch.	92@95



## DOMESTIC SAUSAGE

(l.c.l. prices)

Pork sausage, hog cas.	40%
Pork sausage, sheep cas.	50%
Frankfurters, sheep cas.	50%
Frankfurters, skinless.	40%
Bologna (ring)	38%
Bologna, artificial cas.	34%
Smoked liver, hog bungs.	39%
New Eng. lunch, spec.	57%
Souse	30%
Polish sausage, smoked	35%
Pickle & Pimiento loaf.	35%
Olive loaf	37%
Pepper loaf	55%
Smoke snacks	48%
Smoke links	52%

## SPICES

(Basis Chgo., orig. bbls., bags, bales)

	Whole	Ground
Allspice, prime	1.13	1.22
Resifted	1.17	1.25
Chili Powder	47	47
Chili Pepper	72	60
Cloves, Zanzibar	54	1.70
Ginger, Jam., unbl.	1.70	1.65
Mace, fancy, Banda	1.65	1.75
West Indies	37	33
East Indies	35	27
Mustard flour, fancy	51	53
No. 1	82	88
West India Nutmeg	58	64
Paprika, Spanish		
Pepper, Cayenne		
Red, No. 1		
Pepper:		
White		
Black		

## SEEDS AND HERBS

(l.c.l. prices)

	Ground
Whole for Sausage	
Caraway seed	27
Cominos seed	26
Mustard seed	23
Yellow American	20
Oregano	34
Coriander, Morocco	60
Natural, No. 1	17
Marjoram, French	46
Sage, Dalmatian	56
No. 1	64


## CURING MATERIALS

Cwt.

Nitrite of soda, in 400-lb. bbls., del. or f.o.b. Chgo.	\$10.31
Saltpeter, n. ton, f.o.b. N.Y.	11.25
Dbf. refined gran.	14.00
Small crystals	15.40
Medium crystals	15.40
Pure rfd., gran. nitrate of soda	5.25
Pure rfd., powdered nitrate of soda	6.25
Salt, in min. car. of 45,000 lbs. only, paper sacked, f.o.b. Chgo.; Gran. (ton)	27.00
Rock, per ton, in 100-lb. bags, f.o.b. whse., Chgo.	26.00
Sugar—	
Raw, 96 basis, f.o.b. N.Y.	5.90
Refined standard cane gran., basis (Chgo.)	8.30
Packers, curing sugar, 100-lb. bags, f.o.b. Reserve, La., less 2%	8.10
Dextrose, per cwt.	7.35
Cerelose, Reg. No. 53	7.45
Ex-Whse., Chicago	7.45

## PACIFIC COAST WHOLESALE MEAT PRICES

	Los Angeles Mar. 1	San Francisco Mar. 1	No. Portland Mar. 1
<b>FRESH BEEF (Carcass):</b>			
<b>STEERS:</b>			
Choice:			
500-600 lbs.	\$38.50@40.00	\$40.00@42.00	\$39.00@41.50
600-700 lbs.	38.00@39.00	38.00@41.00	38.00@40.00
Good:			
500-600 lbs.	34.00@37.00	38.00@40.00	36.00@39.00
600-700 lbs.	32.00@35.00	36.00@38.00	35.00@37.00
Commercial:			
350-500 lbs.	31.00@34.00	34.00@37.00	32.00@36.00
<b>COW:</b>			
Commercial, all wts.	26.00@28.00	28.00@32.00	26.00@28.00
Utility, all wts.	25.00@27.00	26.00@28.00	25.00@27.00
<b>FRESH CALF:</b>			
	(Skin-Off)	(Skin-Off)	(Skin-Off)
Choice:			
200 lbs. down	36.00@39.00	None quoted	40.00@44.00
Good:			
200 lbs. down	34.00@37.00	37.00@39.00	38.00@42.00
<b>LAMB (Carcases):</b>			
Prime:			
40-50 lbs.	39.00@40.00	42.00@44.00	42.00@44.00
50-60 lbs.	38.00@39.00	40.00@42.00	39.00@43.00
Choice:			
40-50 lbs.	39.00@40.00	42.00@44.00	42.00@44.00
50-60 lbs.	38.00@39.00	39.00@42.00	39.00@43.00
Good, all wts.	36.00@38.00	37.00@40.00	38.00@42.00
<b>MUTTON (EWE):</b>			
Choice, 70 lbs. down	23.00@25.00	None quoted	19.00@22.00
Good, 70 lbs. down	23.00@25.00	None quoted	19.00@22.00
<b>FRESH PORK (Carcass): (Packer Style) (Shipper Style) (Shipper Style)</b>			
80-120 lbs.	None quoted	31.00@33.00	None quoted
120-160 lbs.	29.00@30.00	30.00@32.00	29.00@30.00
<b>FRESH PORK CUTS No. 1:</b>			
<b>LOINS:</b>			
8-10 lbs.	46.00@48.00	47.00@50.00	46.00@49.00
10-12 lbs.	46.00@48.00	46.00@48.00	46.00@49.00
12-16 lbs.	46.00@48.00	44.00@46.00	44.00@48.00
<b>PICNICS:</b>			
	(Smoked)	(Smoked)	(Smoked)
4-8 lbs.	31.00@35.00	32.00@36.00	32.00@36.00
<b>HAMS, Skinned:</b>			
12-16 lbs.	43.00@48.00	50.00@52.00	47.00@51.00
16-18 lbs.	44.00@48.00	46.00@50.00	46.00@50.00
<b>BACON, "Dry" Cure No. 1:</b>			
6-8 lbs.	45.00@52.00	52.00@58.00	51.00@56.00
8-10 lbs.	42.00@48.00	48.00@52.00	47.00@51.00
10-12 lbs.	38.00@44.00	44.00@48.00	44.00@48.00
<b>LARD, Refined:</b>			
1-lb. cartons	17.00@18.00	17.00@18.00	16.00@17.50
50-lb. cartons & cans	15.50@17.50	16.00@17.00	None quoted
Tierces	15.00@17.00	16.00@17.00	15.00@16.50



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BACON "Partridge" SAUSAGE

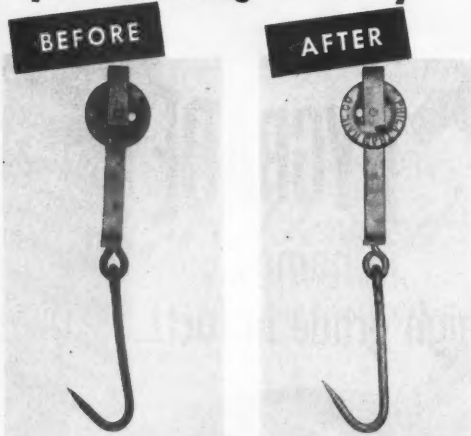
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## CHICAGO PROVISION MARKETS From The National Provisioner Daily Market Service CASH PRICES

F.O.B. CHICAGO		BELLIES	
CHICAGO BASIS		Fresh or F.F.A.	
WEDNESDAY, MAR. 2, 1955		Frozen	
SKINNED HAMS		D. S. BELLIES	
Fresh or F.F.A.		Clear	
43	10/12	43	
39	12/14	39	
37	14/16	37	
37	16/18	37	
36 1/2	18/20	36 1/2	
36 1/2	20/22	36 1/2	
36	22/24	36	
36	24/26	36	
35	25/30	35	
33 1/2	25/up, 2's in.	33 1/2	
Note—Regular Hams 2 1/2c under skinned.		FAT BACKS	
FRESH PORK CUTS		Fresh or Frozen	
(Packed, f.o.b. Chicago)		Cured	
Job Lot	Car Lot	Fresh or F.F.A.	
38	Loins under 12.	38 1/2	
38 1/2	Loins 12/16	38	
37 1/2	Loins 16/20	37 1/2	
37	Loins over 20	36 1/2	
28 1/2	Bos. butts, 4/8	29	
28 1/2	Bos. butts, 8/12	29	
28 1/2	Bos. butts, over 8	29	
33 1/2	Spareribs, 3/da.	31 1/2	
28	Spareribs, 3/5.	28	
25	Spareribs, 5/up	25	
OTHER CELLAR CUTS		PICNICS	
Fresh or Frozen		Fresh or F.F.A.	
12 1/2	Square jowls	13	
10 1/2	Jowl butts, loose	10 1/2	
11 1/2	Jowl butts, boxed	11 1/2	

## LARD FUTURES PRICES

FRIDAY, FEB. 25, 1955				
	Open	High	Low	Close
Mar. 12.68 1/2	12.67 1/2	12.47 1/2	12.65	
May 12.65	12.72 1/2	12.60	12.67 1/2	
July 12.80	12.80	12.75	12.90	
Sept. 12.87 1/2	12.95	12.87 1/2	12.95	
Oct. 12.75	12.75	12.75	12.75	
Sales: 7,520,000 lbs.				
Open interest at close Thurs., Feb. 24: Mar. 538, May 540, July 253, Sept. 106, and Oct. 20 lots.				
MONDAY, FEB. 28, 1955				
Mar. 12.55	12.55	12.40	12.50	
May 12.60	12.62 1/2	12.55	12.62 1/2	
July 12.80	12.80	12.75	12.80	
Sept. 12.90 1/2	12.90	12.88 1/2	12.85	
Oct. 12.72 1/2	12.72 1/2	12.67 1/2	12.70	
Sales: 5,320,000 lbs.				
Open interest at close Fri., Feb. 25: Mar. 506, May 554, July 263, Sept. 107, and Oct. 21 lots.				
TUESDAY, MAR. 1, 1955				
Mar. 12.47 1/2	12.50	12.45	12.47 1/2	
May 12.62 1/2	12.62 1/2	12.57 1/2	12.62 1/2	
July 12.80	12.82 1/2	12.75	12.80	
Sept. 12.82 1/2	12.90	12.82 1/2	12.90	
Oct. 12.72 1/2	12.72 1/2	12.67 1/2	12.72 1/2	
Sales: 3,120,000 lbs.				
Open interest at close Mon., Feb. 28: Mar. 464, May 568, July 274, Sept. 108, and Oct. 22 lots.				
WEDNESDAY, MAR. 2, 1955				
Mar. 12.40	12.42 1/2	12.15	12.20	
May 12.50	12.50	12.25	12.25-30	
July 12.75	12.75	12.47 1/2	12.47 1/2	
Sept. 12.82 1/2	12.85	12.62 1/2	12.62 1/2	
Oct. 12.60	12.60	12.52	12.52	
Sales: 14,400,000 lbs.				
Open interest at close Tues., Mar. 1: Mar. 394, May 570, July 274, Sept. 109, and Oct. 22 lots.				
THURSDAY, MAR. 3, 1955				
Mar. 12.10	12.12 1/2	11.95	12.07 1/2	
May 12.20	12.25	12.02 1/2	12.15	
July 12.35	12.35	12.22 1/2	12.27 1/2	
Sept. 12.50	12.52 1/2	12.45	12.50	
Oct. 12.45	12.45	12.40	12.40	
Sales: 10,000,000 lbs.				
Open interest at close Wed., Mar. 2: Mar. 361, May 565, July 276, Sept. 112, and Oct. 23 lots.				

## CANADIAN KILL

In its report on January, 1955 slaughter of livestock in inspected plants, in Canada, the Dominion Department of Agriculture gives the average dressed weight of hogs at 159.2 lbs.; cattle, 501.2 lbs.; calves, 139.2 lbs.; and sheep and lambs, 46.1 lbs. These weights compare with 161.0, 509.1, 142.7 and 46.8 lbs.; respectively, in January, a year earlier. The number of livestock slaughtered in the two months was:

	Jan. 1954	Jan. 1955
Cattle	133,729	132,866
Calves	41,060	41,904
Hogs	455,068	350,621
Sheep	37,081	31,769

## PACKERS' WHOLESALE LARD PRICES

Refined lard, tierces, f.o.b.	
Chicago	\$15.75
Refined lard, 50-lb. cartons, f.o.b. Chicago	
Chicago	15.75
Kettle rend., tierces, f.o.b. Chicago	
Chicago	16.25
Leaf, kettle rend., tierces, f.o.b. Chicago	
Chicago	16.75
Lard flakes, tierces, f.o.b. Chicago	
Chicago	17.62 1/2
Neutral tierces, f.o.b. Chicago	
Chicago	17.62 1/2
Standard shortening, N. & S.	
Chicago	21.50
Hydrogenated shortening, N. & S.	
Chicago	22.75

\*Delivered.

## WEEK'S LARD PRICES

	P.S. or Dry	P.S. or Dry	Raw
	Render. (Tierces)	Render. Loose	Leaf
Feb. 25	12.50a	11.12 1/2n	12.12 1/2n
Feb. 26	12.62 1/2n	11.12 1/2b	12.12 1/2n
Feb. 28	12.50a	10.87 1/2n	11.87 1/2n
Mar. 1	12.50n	10.87 1/2n	11.87 1/2n
Mar. 2	12.25n	10.62 1/2a	11.62 1/2n
Mar. 3	12.10n	10.50n	11.50n

# MARKET PRICES

## NEW YORK

### WHOLESALE FRESH MEATS

#### CARCASS BEEF

	Mar. 1, 1955	Western
	Per Cwt.	
(l.c.l. prices)		
Steer:		
Prime, 700/800	\$51.00@52.00	
Prime, 800/900	50.00@51.00	
Choice, 600/800	42.50@44.50	
Choice, 800/900	42.00@42.50	
Good, 500/700	37.00@40.00	
Commercial	32.00@35.00	
Cow, commercial	28.00@30.00	
Cow, utility	24.00@27.00	

#### BEEF CUTS

(l.c.l. prices)

	City
Prime Steer:	
Hindqtrs., 600/800	63.00@ 66.00
Hindqtrs., 800/900	62.00@ 63.00
Rounds, flank off	48.00@ 49.00
Rounds, diamond bone, flank off	49.00@ 50.00
Short loins, untrim.	105.00@115.00
Short loins, trim.	138.00@160.00
Flanks	13.00@ 14.00
Ribs (7 bone cut)	78.00@ 82.00
Arm chucks	41.00@ 43.00
Briskets	36.00@ 37.00
Plates	15.00@ 16.00
Foreqtrs. (Kosher)	47.00@ 50.00
Arm chucks (Kosher)	48.00@ 51.00
Briskets (Kosher)	38.00@ 39.00

	City
Choice Steer:	
Hindqtrs., 600/800	50.00@ 54.00
Hindqtrs., 800/900	49.00@ 50.00
Rounds, flank off	46.00@ 47.00
Rounds, diamond bone, flank off	47.00@ 48.00
Short loins, untrim.	65.00@ 80.00
Short loins, trim.	90.00@102.00
Flanks	13.00@ 14.00
Ribs (7 bone cut)	53.00@ 58.00
Arm chucks	37.00@ 40.00
Briskets	36.00@ 37.00
Plates	15.00@ 16.00
Foreqtrs. (Kosher)	37.00@ 42.00
Arm chucks (Kosher)	38.00@ 45.00
Briskets (Kosher)	37.00@ 38.00

#### FANCY MEATS

(l.c.l. prices)

	Lb.
Veal breads, under 6 oz.	55
6 to 12 oz.	50@58
12 oz. up	96@98
Beef livers, selected	34@35
Beef kidneys	12
Oxtails, over 1/4 lb.	14

#### LAMBS

(l.c.l. prices)

	City
Prime, 30/40	\$46.00@47.00
Prime, 40/45	48.00@50.00
Prime, 45/55	45.00@46.00
Choice, 30/40	45.00@46.00
Choice, 40/45	46.00@48.00
Choice, 45/55	43.00@45.00
Good, 30/40	44.00@45.00
Good, 40/45	45.00@47.00
Good, 45/55	40.00@43.00
Prime, 40/45	\$43.00@45.00
Prime, 45/50	43.00@45.00
Prime, 50/55	43.00@45.00
Choice, 55/down	40.00@42.00
Good, all wts.	39.00@42.00

### FRESH PORK CUTS

(l.c.l. prices)

	Western
Pork loins, 8/12	\$41.00@43.00
Pork loins, 12/16	41.00@42.00
Hams, skind., 10/14	43.00@46.00
Boston butts, 4/8	35.00@37.00
Spareribs, 3/down	38.00@40.00
Pork trim., regular	28.00
Pork trim., spec. 80%	44.00
Hams, skind., 10/14	44.00@48.00
Pork loins, 8/12	43.00@47.00
Pork loins, 12/16	42.00@45.00
Picnals, 4/8	30.00@34.00
Boston butts, 4/8	35.00@42.00
Spareribs, 3/down	38.00@43.00

### VEAL—SKIN OFF

(l.c.l. prices)

	Western
Prime, 80/110	\$45.00@48.00
Prime, 110/150	45.00@48.00
Choice, 80/110	35.00@38.00
Choice, 110/150	34.00@37.00
Good, 50/80	26.00@28.00
Good, 80/110	30.00@34.00
Good, 110/150	32.00@34.00
Commercial, all wts.	25.00@28.00

### DRESSED HOGS

(l.c.l. prices)

	(Hoods on, leaf fat in)
50 to 75 lbs.	\$27.50@30.50
75 to 100 lbs.	27.50@30.50
100 to 125 lbs.	27.50@30.50
125 to 150 lbs.	27.50@30.50

### BUTCHERS' FAT

	Cwt.
Shop fat	\$2.00
Breast fat	3.00
Inedible suet	3.50
Edible suet	3.50

### LIVESTOCK PRICES AT SIOUX CITY

Prices paid for livestock at Sioux City on Wednesday, Mar. 2, were reported as follows:

#### CATTLE:

Steers, ch. & pr.	None rec.
Steers, choice	\$22.50@26.00
Steers, good	18.00@22.00
Steers, commercial	17.00@18.00
Helfers, gd. & ch.	16.00@22.00
Helfers, com'l. & gd.	13.00@18.00
Cows, util. & com'l.	11.00@13.00
Cows, can. & cut.	9.50@10.75
Bulls, util. & com'l.	12.00@15.00

#### HOGS:

Choice, 180/210	\$16.25@17.00
Choice, 210/220	16.25@17.00
Choice, 220/230	16.25@17.00
Good, 240/310	14.25@16.25
Stags, 400/down	13.75@14.25

#### LAMBS:

Choice, 110/dn.	21.75@22.50
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### LIVESTOCK PRICES AT 11 CANADIAN MARKETS

Average price per cwt., paid for specific grades of steers, calves, hogs and lambs at 11 leading markets in Canada during the week ended Feb. 19, compared with the same time 1954, was reported to The National Provisioner by the Canadian Department of Agriculture as follows:

STOCK-YARDS	GOOD STEERS		VEAL CALVES		HOGS*		LAMBS	
	Up to 100 lbs.	Choice	Good and Choice	Choice	Grade B <sup>1</sup>	Dressed	Handyweight	Good
	1955	1954	1955	1954	1955	1954	1955	1954
Toronto	\$19.93	\$17.44	\$28.50	\$27.73	\$25.19	\$35.10	\$21.36	\$23.07
Montreal	18.50	18.50	26.50	27.45	26.00	35.15	18.82	21.25
Winnipeg	18.50	16.50	27.00	25.81	21.92	32.60	18.20	20.43
Calgary	17.54	16.70	20.51	22.23	21.05	33.80	19.40	21.75
Edmonton	17.60	15.75	23.50	25.00	21.50	34.25	18.00	20.00
Lethbridge	17.97	17.25	19.50	19.25	21.10	33.55	18.00	20.00
Pr. Albert	17.25	15.50	21.25	27.00	20.50	31.60	17.00	18.10
Moose Jaw	17.85	15.75	19.00	17.00	20.50	31.60	16.50	18.50
Saskatoon	17.60	15.25	26.50	24.75	20.50	32.10	18.25	19.25
Regina	17.40	15.75	22.10	22.30	20.50	31.10	18.25	19.25
Vancouver	18.70	17.50	23.25					

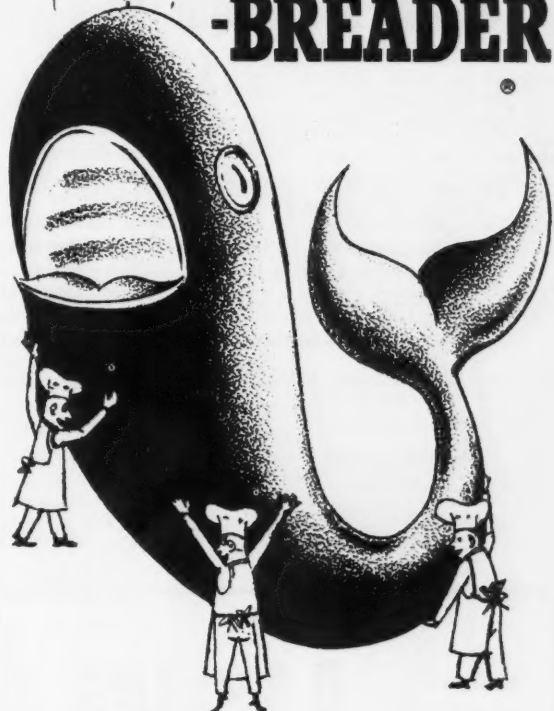
\*Dominion Government premiums not included.

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# BY-PRODUCTS . . . FATS AND OILS

## BY-PRODUCTS MARKET

**BLOOD**  
Wednesday, Mar. 2, 1955  
Unit  
Unground, per unit of ammonia ..... \$6.50  
(bulk) .....

**DIGESTER FEED TANKAGE MATERIAL**  
Wet rendered, unground, loose:  
Low test ..... \$7.00n  
Med. test ..... \$6.75n  
High test ..... \$6.50n  
Liquid stick tank cars ..... 2.75

**PACKINGHOUSE FEEDS**  
Carlots, per ton  
50% meat, bone scraps, bagged... \$72.50@ 80.00  
50% meat, bone scraps, bulk .... 70.00@ 77.50  
55% meat, scraps, bagged ..... 82.00  
60% digester tankage, bagged .... 80.00@ 85.00  
60% digester tankage, bulk .... 77.50@ 82.50  
80% blood meal, bagged ..... 117.50@ 150.00  
70% steamed bone meal, bagged ..... 85.00  
(spec. prep.) .....  
60% steamed bone meal, bagged. 80.00@ 85.00

**FERTILIZER MATERIALS**  
High grade tankage, ground, ..... 6.00  
Hoof meal, per unit ammonia ..... 6.50

**DRY RENDERED TANKAGE**  
Low test, per unit prot. .... \$1.40@1.45n  
Med. test, per unit prot. .... \$1.35@1.40n  
High test, per unit prot. .... \$1.35n

**GELATINE AND GLUE STOCKS**  
Per cwt.  
Calf trimmings (limed) ..... 1.35@ 1.50  
Hide trimmings (green salted) ... 6.00@ 7.00  
Cattle jaws, scraps, and knuckles, per ton ..... 55.00@ 57.50  
Pig skin scraps and trimmings, per lb. .... 6.25@ 6.50

**ANIMAL HAIR**  
Winter coil dried, per ton ..... \$120.00@125.00  
Summer coil dried, per ton ..... \$55.00@ 60.00n  
Cattle switches, per piece ..... 4@4 1/4  
Winter processed, gray, lb. .... 17  
Summer processed, gray, lb. .... 11@ 12

n—nominal. a—asked. \*Quoted delivered.

## TALLOW and GREASES

Wednesday, March 2, 1955

In scattered selling late last week inedible products brought steady prices. Trade volume was only moderate. Bleachable fancy tallow sold at 7 3/4c, prime tallow at 7 1/2c, special tallow at 7 1/4c, and No. 1 tallow at 7c, all c.a.f. Chicago. Bleachable fancy tallow was bid at 8 1/4c, delivered New York, but held at 8 3/4c, depending on product.

All hog choice white grease was available at 8 3/4c@9c, same destination; however, buyers were scarce. B-white grease and yellow grease locally, were in better demand and several tanks changed hands at 7 1/4c@7 1/2c, Chicago, on the former and 7@7 1/4c on the latter, product considered. A few tanks of all hog choice white grease sold at 8 3/4c. c.a.f. east. Edible tallow was offered freely at 9 1/2c, Chicago basis, without trade.

On Friday of last week, bleachable fancy tallow ideas were reduced by eastern consumers, with bids of 8 3/4c, c.a.f. east, reported. In the Midwest, another moderate trade came about,

and at 1/4c lower levels. Bleachable fancy tallow sold at 7 3/4c, prime tallow at 7 1/2c, special tallow at 7 1/4c, B-white grease at 7 1/4c, and yellow grease at 7c, c.a.f. Chicago, and Chicago basis.

Some local consumers listed available offerings on Monday of the new week, with the general market maintaining a soft undertone. Edible tallow was slow to move. All hog choice white grease was available at 8 3/4c, c.a.f. east, but bid 1/4c lower. Bleachable fancy tallow was bid at 8c, same destination, another 1/4c off, but held fractionally higher.

The weakness mentioned previously came about on Tuesday, as materials sold at reduced prices and in fairly light volume. Some consumers, after satisfying their needs, pulled out of the market. A tank of edible tallow sold at 9 1/4c, Chicago basis. Bleachable fancy tallow sold at 7 1/2c, prime tallow at 7 1/4c, special tallow at 7c, No. 1 tallow at 6 3/4c, choice white grease at 7 1/2c and yellow grease at 6 3/4c, all c.a.f. Chicago and Chicago basis. Bleachable fancy tallow buyers in the East were again talking lower, with bids of 7 3/4c that de-

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livery point reported. Sellers asked 3½@8½c. All hog choice white grease was bid at 8½c, c.a.f. New York, with some makers asking up to 8½@8¾c.

Bleachable fancy tallow interest locally was at 7½c, Chicago, on Wednesday, and several tanks sold at 7¼@7½c, delivered east. The market in the Midwest maintained its soft undertone. A few tanks of edible tallow sold at 9c, Chicago, and Chicago basis. A few tanks of all hog choice white grease sold at 8¼c, c.a.f. New York.

**TALLOW:** Wednesday's quotations: edible tallow, 9c; original fancy tallow, 7¼c; bleachable fancy tallow, 7½c; prime tallow, 7¼c; special tallow, 7c; No. 1 tallow, 6¾c; and No. 2 tallow, 6¼c.

**GREASES:** Wednesday's quotations: choice white grease, not all hog, 7½c; B-white grease, 7c; yellow grease, 6¾c; house grease, 6½c; and brown grease, 6c. The all hog choice white grease was quoted at 8¼c, c.a.f. east.

#### EASTERN BY-PRODUCTS

New York, Mar. 2, 1955  
Dried blood was quoted Wednesday at \$6.75 per unit of ammonia. Low test wet rendered tankage was listed at \$5.50 per unit of ammonia and dry rendered tankage was priced at \$1.30 per protein unit.

#### VEGETABLE OILS

Wednesday, March 2, 1955

Trading was slow in the vegetable oil market Monday, with prices easier on most selections.

Refiners purchased the bulk of soybean oil earlier in the day, but resisted higher asking prices later, which slowed down trading. Early March shipment sold at 12½c and straight March shipment brought 12c. Scattered March shipment also cashed at 12c. Scattered April shipment was bid at 11¾c, but held ¼c higher.

Cottonseed oil sold at distant points in the Valley at 12¾c, with other trading at regular Valley locations at 12½c. Offerings in the Southeast were priced at 13c, but no sales were reported at that figure. Offerings in Texas were priced at 12½c, Waco basis, but buying interest was at 12½c. Lubbock cottonseed oil was held at 12½c and bid at 12¾c.

Corn oil was offered early at 13½c, but all of March shipment sold later at 13¾c. Peanut oil was offered at 17¾c, but failed to draw interest at that price. Late Friday of last week, coconut oil sold at 11½c for April shipment, while March ship-

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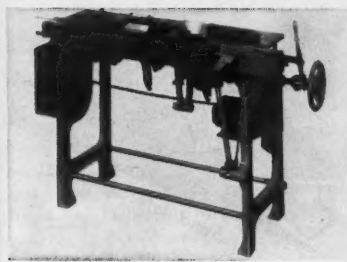
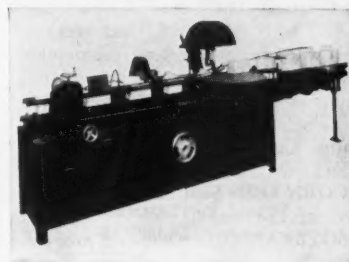
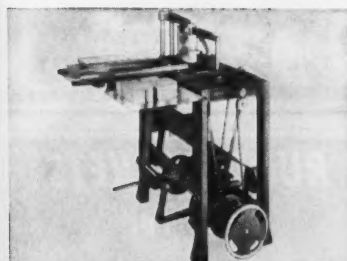
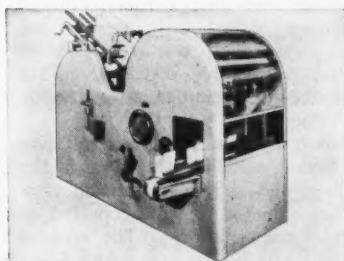
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Everywhere industry seeks ways to "automize" their operations—and here are two approaches for lard and shortening packagers.

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Upper left Peters Model SE Carton Forming & Lining Machine, operates at speeds up to 120 cartons per minute; lower left) Model CCY-L Carton Folding & Closing Machine, handles up to 120 or more cartons per minute. Upper right) Peters Junior Carton Forming & Lining Machine, and lower right) Junior Folding & Closing Machine; both operate at speeds of 30 to 40 cartons per minute. All machines shown are capable of handling ½ lb. cartons up to 4 lb. cartons.



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ment cashed at 12c. On Monday of this week, spot shipment was offered at 12 $\frac{1}{4}$ c, but was untraded.

Soybean oil traded in a light way on Tuesday, with prices generally holding steady. Nearby shipment cashed at 12 $\frac{1}{2}$ c, but bids later at 12c failed to move supplies. First-three-weeks March shipment cashed at 12c as did scattered March shipment. Scattered April shipment reportedly sold at 11 $\frac{7}{8}$ c.

The cottonseed oil market was mostly steady, with sales in the Valley at southern Mississippi points made at 12 $\frac{3}{4}$ c. Offerings at other locations were priced at 12 $\frac{1}{2}$ c, without action. In the Southeast, material was available at 13c, but it was thought that a firm bid of 12 $\frac{1}{2}$ c could move supplies. Sales were accomplished in Texas at 12 $\frac{1}{2}$ c and 12 $\frac{3}{4}$ c.

Corn oil continued to trade steady at 13 $\frac{1}{2}$ c. Peanut oil offerings were reduced, pricewise to 17 $\frac{1}{2}$ c, but trading again failed to materialize. Coconut oil for April shipment cashed at 11 $\frac{1}{2}$ c.

Midweek trading of soybean oil continued light, with price easiness indicated in the afternoon. March shipment cashed early at 12c, but later movement was recorded at 11 $\frac{1}{2}$ c, presumably restricted oil to go east. April shipment sold early at 11 $\frac{3}{4}$ c.

No trading of cottonseed oil was confirmed, with bids at 12 $\frac{3}{4}$ c in the Valley and offerings available at 12 $\frac{1}{2}$ c. Some sales were reported at regular points at 12 $\frac{3}{4}$ c. The markets in both the Southeast and in Texas were steady with the previous day.

The corn oil market was weaker, and March and April shipments cashed at 13 $\frac{1}{4}$ c. Nearby and March shipment peanut oil was offered again at 17 $\frac{1}{2}$ c, but failed to move at that figure. Coconut oil was nominal at 12 $\frac{1}{2}$ c.

CORN OIL: Sold off  $\frac{1}{4}$ c from sale level of last week.

SOYBEAN OIL: Declined progres-

sively up to midweek in light trading.

PEANUT OIL: Offerings priced at 17 $\frac{1}{2}$ c fail to attract buyers.

COCONUT OIL: Unchanged to easier, compared with last week.

COTTONSEED OIL: Generally unchanged from last midweek prices.

Cottonseed oil futures in New York were quoted as follows:

### FRIDAY, FEB. 25, 1955

	Open	High	Low	Close	Prev. Close
Mar. ...	15.05	.....	.....	15.00b	15.04b
May ...	15.10b	.....	.....	15.06b	15.12b
July ...	15.12b	.....	.....	15.05	15.13b
Sept. ...	14.90b	.....	.....	14.85	14.93
Oct. ...	14.83b	.....	.....	14.81b	14.88
Dec. ...	14.80b	.....	.....	14.81	14.88
Jan. ...	14.75a	.....	.....	14.75b	14.85b

Sales: lots.

### MONDAY, FEB. 28, 1955

Mar. ...	15.00b	14.99	14.85	14.81b	15.00b
May ...	15.02b	14.99	14.90	14.92b	15.00b
July ...	15.01b	15.00	14.84	14.88	15.05
Sept. ...	14.75b	14.78	14.67	14.68	14.85
Oct. ...	14.65b	14.68	14.60	14.60b	14.81b
Dec. ...	14.65b	.....	.....	14.59b	14.81
Jan. ...	14.65b	14.65	14.65	14.65	14.75b

Sales: 226 lots.

### TUESDAY, MAR. 1, 1955

Mar. ...	14.90b	14.85	14.82	14.82b	14.81b
May ...	14.92b	14.85	14.89	14.91	14.92b
July ...	14.92b	14.93	14.83	14.87	14.88
Sept. ...	14.73b	.....	.....	14.60b	14.68
Oct. ...	14.65b	14.55	14.55	14.55	14.60b
Dec. ...	14.60b	14.60	14.60	14.53b	14.59b
Jan. ...	14.60b	.....	.....	14.50b	14.65

Sales: 66 lots.

### WEDNESDAY, MAR. 2, 1955

Mar. ...	14.70b	14.94	14.93	14.90b	14.82b
May ...	14.92	15.05	14.92	14.95b	14.91
July ...	14.92	15.04	14.90	14.90	14.87
Sept. ...	14.70	14.71	14.70	14.65b	14.60b
Oct. ...	14.60b	.....	.....	14.55b	14.65
Dec. ...	14.55b	14.55	14.55	14.55	14.53b
Jan. ...	14.55b	.....	.....	14.45b	14.50b

Sales: 131 lots.

### VEGETABLE OILS

Wednesday, Mar. 2, 1955

Crude cottonseed oil, carlots, f.o.b.	12 $\frac{3}{4}$ b
Valley	12 $\frac{1}{2}$ b
Southeast	12 $\frac{1}{2}$ a
Texas	12 $\frac{1}{2}$ a
Corn oil in tanks, f.o.b. mills	13 $\frac{1}{4}$ pd
Peanut oil, f.o.b. mills	17 $\frac{1}{2}$ a
Soybean oil, f.o.b. mills	11 $\frac{1}{2}$ @12pd
Coconut oil, f.o.b. Pacific Coast	12 $\frac{1}{2}$ n
Cottonseed foots:	
Midwest and West Coast	2 $\frac{1}{2}$ @ 2 $\frac{1}{2}$
East	2 $\frac{1}{2}$ @ 2 $\frac{1}{2}$

### OLEOMARGARINE

Wednesday, Mar. 2, 1955

White domestic vegetable	26
Yellow quarters	26
Milk churned pastry	26
Water churned pastry	25

### OLEO OILS

(F.O.B. Chicago)

Prime oleo stearine (slack barrels)	14 $\frac{1}{2}$ @10
Extra oleo oil (drums)	15 @15 $\frac{1}{2}$

pd—paid, n—nominal, b—bid, a—asked.

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## Lard Exports Last Year 10% Above 1953; Late Rise Sharp

United States lard exports in 1954 amounted to about 465,396,000 lbs., or about 10 per cent larger than the year before. However, 1954 lard exports were still only about two-thirds as large as in 1951, the postwar peak year. Last year's larger lard exports were due partly to the rise in lard output the latter part of the year.

As prices declined late in the year, foreign buying increased accordingly. October-December exports were up about 75 per cent from the corresponding period of 1953 and accounted mostly for the year's increase in such exports.

European imports of U. S. lard were up two-fifths from 1953, with Britain, West Germany and Yugoslavia accounting for most of the buying. Cuba, however, maintained its position as the most important outlet for our lard exports, taking about one-third of our shipments abroad last year.

## New British Blended Oleo Meets Immediate Success

Margarine manufacturers in Britain have been credited with showing marketing "enterprise" in the recent introduction to consumers of a blend of margarine and butter, the Foreign Agricultural Service has revealed. The new product, called "Fawn," contains not less than 25 per cent cream by weight.

Pronounced an immediate success by its makers, the new margarine-butter blend sells at 31.5c per lb., the retailer getting an 18 per cent margin on the selling price. Two other brands, "Stag" and "Magic", sell for 28c per lb., while standard margarine in Britain retails at 26.9c, but is expected to drop to 25.7c per lb.

## Chinese Soybean Movement Through Suez Up Slightly

The northbound movement of Chinese soybeans through the Suez Canal in the first ten months of 1954 totaled about 342,000 short tons (about 11,400,000 bu.), according to the Foreign Agricultural Service. This quantity is slightly larger than shipments during January-October 1953.

As in previous years, the average monthly rate of soybean movement in July-October was down sharply from the preceding six months. However, July-October shipments last year of some 52,000 tons (about 1,700,000 bu.) were nearly double those of the corresponding period of 1953.

## NEW B&D HOG SPLITTER

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## HIDES AND SKINS

Bulk of available hide offerings sold Monday at  $\frac{1}{2}$ c decline—Small packer 50@52-lb. average sold at 10@10 $\frac{1}{2}$ c in midwest—Country hide market slow—Fort Worth kip and overweights sold Monday—Calfskin market quiet—Shearlings sold steady.

### CHICAGO

**PACKER HIDES:** Although a dearth of activity was witnessed in the hide market throughout last week, the situation reversed itself on Monday of this week when big packers and major outside independent packers decided to accept lower bids and move a good volume of hides. Dealers, traders and some tanners accounted for the purchase of most selections. Light native steer hides of river production reportedly sold at 12 $\frac{1}{2}$ c.

Heavy native steers of river point production sold at 10c, and northers brought 10 $\frac{1}{2}$ c. Butt-branded steers sold at 9c, as did heavy Texas steers, and Colorados sold at 8 $\frac{1}{2}$ c. River heavy native cows sold at 10c and northers traded at 10 $\frac{1}{2}$ c. Light native cows brought 12 $\frac{1}{2}$ c on the rivers and 12c for northers. Branded cows sold at 9c and 9 $\frac{1}{2}$ c.

Trading of hides dwindled by quite a degree on Tuesday, in comparison with Monday, as most offerings had been traded by that time. Tanners purchased stock sparingly and most of the activity was of a selective nature. In scattered sales, light native steers, heavy native steers, butt-branded steers, heavy native cows, light native cows, and branded cows all sold at prices established the preceding day. Ex-light native steers sold at 16c.

Midweek activity continued slow and the only selections sold were Colorado steers at 8 $\frac{1}{2}$ c, heavy Texas steers at 9c and Denver branded cows at 8 $\frac{1}{2}$ c.

**SMALL PACKER AND COUNTRY HIDES:** Demand improved in the small packer hide market, but prices were easier. The 50@52-lb. average sold in the Midwest at 10@10 $\frac{1}{2}$ c. Some 56@57-lb. average brought 9 $\frac{1}{2}$ c, also in midwestern activity. Sales of southwestern production were difficult to quote, due to split weights involved which reportedly commanded premium prices. The country hide market was slow, with straight locker butchers quoted at 8c, nominally, for 50@52-lb. averages. Mixed lots were quoted at 7@7 $\frac{1}{2}$ , also nominally.

**CALFSKINS AND KIPSKINS:** The calfskin market was considered steady, but sales were lacking. On Monday, about 1,500 Fort Worth overweight kipskins sold at 22 $\frac{1}{2}$ c, and 2,500 Fort Worth kip brought 23 $\frac{1}{2}$ c.

**SHEEPSKINS:** Some No. 1 shearlings sold at 2.50, and fall clips brought 3.00. The No. 2 shearlings were quoted at 1.35 and the No. 3 shearlings were pegged at .55.

### CHICAGO HIDE QUOTATIONS

	PACKER HIDES	
	Week ended Mar. 2, 1955	Cor. Week 1954
Hvy. Nat. steers	10 @ 10 $\frac{1}{2}$ n	11 $\frac{1}{2}$ @14 $\frac{1}{2}$ n
Lt. Nat. steers	12 $\frac{1}{2}$ @13n	
Hvy. Tex. steers	9n	9 $\frac{1}{2}$ n
Ex. lgt. Tex.	14n	14n
Butt brnd. steers	9n	9 $\frac{1}{2}$ n
Col. steers	8 $\frac{1}{2}$ n	9
Branded cows	9 @ 9 $\frac{1}{2}$ n	10 $\frac{1}{2}$ n
Hvy. Nat. cows	10 @ 10 $\frac{1}{2}$ n	11 $\frac{1}{2}$ @12 $\frac{1}{2}$ n
Lt. Nat. cows	12 @ 12 $\frac{1}{2}$ n	14 @ 14 $\frac{1}{2}$ n
Nat. bulls	8 @ 8 $\frac{1}{2}$ n	10 @ 10 $\frac{1}{2}$ n
Branded bulls	7 @ 7 $\frac{1}{2}$ n	
Calfskins,		
Nor., 10/15	40n	40n
10/down	42 $\frac{1}{2}$ n	42 $\frac{1}{2}$ n
Kips, Nor., nat., 15/25, 24 $\frac{1}{2}$ @25 $\frac{1}{2}$ n		25

SMALL PACKER HIDES	
STEERS AND COWS:	
60 lbs. and over	9 @ 9 $\frac{1}{2}$ n 8 $\frac{1}{2}$ @ 9n
50 lbs.	10 @ 10 $\frac{1}{2}$ n 10 $\frac{1}{2}$ @11n

SMALL PACKER SKINS	
Calfskins, und., 15 lbs.	24 @ 25n 25n
Kips, 15/30	17 @ 18n 15 @ 16n

SHEEPSKINS	
Packer shearlings,	
No. 1	2.50 1.40n
Dry Pelts	27@27 $\frac{1}{2}$ 25
Horsehides, Untrim.	8.00@8.50n 10.25@10.50n

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CANNED MEATS  
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**THE RATH PACKING CO., WATERLOO, IOWA**



## CHICAGO HIDE MOVEMENT

Receipts of hides at Chicago for the week ended Feb. 26, 1955, totaled 4,129,000 lbs.; previous week, 3,857,000 lbs.; same week, 1954, 5,878,000 lbs.; 1955 to date, 37,958,000 lbs.; same period, 1954, 41,640,000 lbs.

Shipments for week ended Feb. 26, 1955 totaled 2,583,000 lbs.; previous week, 4,490,000 lbs.; corresponding week, 1954, 3,293,000 lbs.; 1955 to date, 27,010,000 lbs.; same period 1954, 34,896,000 lbs.

## N. Y. HIDE FUTURES

FRIDAY, FEB. 25, 1955				
	Open	High	Low	Close
Apr. ...	12.37b	12.52	12.50	12.50
July ...	13.02b	13.14	13.12	13.13
Oct. ...	13.52b	13.62	13.62	13.62b- 65a
Jan. ...	14.00b	.....	.....	14.10b- 20a
Apr. ...	14.50b	.....	.....	14.60b- 20a
July ...	14.90b	.....	.....	15.00b-

Sales: 23 lots.

MONDAY, FEB. 28, 1955				
	Open	High	Low	Close
Apr. ...	12.40b	12.45	12.26	12.29
July ...	13.10-00	13.10	12.88	12.90
Oct. ...	13.65	13.65	13.42	13.45
Jan. ...	14.05b	.....	.....	14.90b- 94a
Apr. ...	14.55b	.....	.....	14.37
July ...	14.90b	.....	.....	14.77b- 87a

Sales: 66 lots.

TUESDAY, MAR. 1, 1955				
	Open	High	Low	Close
Apr. ...	12.25-23	12.25	12.15	12.21b- 25a
July ...	12.85	12.85	12.77	12.83b- 86a
Oct. ...	13.27-28	13.38	13.27	13.35 38
Jan. ...	13.75b	.....	.....	13.86b- 90a
Apr. ...	14.15b	.....	.....	14.35b- 50a
July ...	14.45b	.....	.....	14.75b

Sales: 105 lots.

WEDNESDAY, MAR. 2, 1955				
	Open	High	Low	Close
Apr. ...	12.15b	.....	.....	12.42b- 48a
July ...	12.77b	13.06	12.80	13.05
Oct. ...	13.38	13.53	13.22	13.54b- 56a
Jan. ...	13.80b	.....	.....	14.05b- 12a
Apr. ...	14.25b	14.46	14.46	14.50b- 60a
July ...	14.65b	.....	.....	14.90b

Sales: 28 lots.

THURSDAY, MAR. 3, 1955				
	Open	High	Low	Close
Apr. ...	12.30b	12.41	12.35	12.37b- 50a
July ...	12.90b	13.10	12.91	13.00b- 10a
Oct. ...	13.35b	.....	.....	13.50b- 60a
Jan. ...	13.85b	.....	.....	14.00b- 60a
Apr. ...	14.35b	.....	.....	14.45b- 60a
July ...	14.78b	.....	.....	14.85b-15.10a

Sales: 26 lots.

## TC Cites Some Unfair Terms In World-U.S. Leather Trade

The Tanners' Council in its report to the Department of Commerce on foreign trade conditions and in its struggle to secure equity in world leather trade, has listed some of the terms under which various countries permit the entry of U.S. leather inside their borders.

The United Kingdom, for example, permits U. S. leathers into the country only if end products using these same leathers are guaranteed 100 per cent for export. Canadian leather, on the other hand, needs only 30 per cent. Most other countries in Europe and some in South America require exchange and import licenses.

The U.S. government, already under fire for favoring lower tariffs on calf leather, now says it may lower them or goat and sheepskins as well as on dyeing and tanning materials.



## SHIPPING-COST SAVINGS YOU CAN SEE!



**1**  
100-LB. BARREL  
COSTS . . . . . \$1.40



**3**  
CHASE BAGS  
COST . . . . . \$ .60

**YOU SAVE...\$.80**

(Multiply this by the number of barrels you use)

These are approximate figures, of course, but they point up an important fact. By using CHASE Polyethylene-Laminated MULTIWALL Bags, instead of barrels, you can cut your packaging and shipping costs some 50% on edible meat products.

And, to this first-cost economy, you can add still further savings for there are no bulky barrels to clean, reprocess, and store—no return transportation or trouble with empties.

Yet even all this doesn't tell the whole story. CHASE Polyethylene-Laminated MULTIWALLS prevent evaporation and outside or inside contamination. They're far lighter, easier to handle—cut shipping costs—and tamper-proof and spill-proof, too...extra sturdy for dependable service.

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Sausage Bags • Ham Bags • Paper Meat Covers • Protective Liners • Laminated Materials • Barrel Heads • Drum Headers • Burlap • Burlap Bags, etc. Prompt attention and prompt shipments, whatever your requirements.

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**X-54**

**LEGEND  
BRANDER**

**Another Everhot achievement!** Here is the lightest-weight equipment yet developed for legend branding: only 2½ lbs. compared to 4 lbs. for anything comparable; only 11 inches long compared to 16 inches. Nicely balanced for ease and convenience of handling. Instant-acting thermostatic control increases brander life . . . cuts element replacement 60 to 75% . . . cuts legend brand replacements 20 to 25%. Unconditional 6-month heating element guarantee. Designed for use only on 110-115 A.C. **Write for full details.**

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GLANDS and BILE**

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## Wool Production in 1954 Slightly Above Year Before

Wool production, shorn and pulled, in the United States in 1954 totaled 276,129,000 lbs., according to the Crop Reporting Board. This was 1 per cent above the 1953 production of 272,595,000 lbs., the largest since 1948, but 37 per cent smaller than the 378,476,000 lbs. in 1945. Of the total wool production in 1954, 233,000,000 lbs. were shorn wool and 43,000,000 lbs., pulled wool.

In 1953, total wool production was 272,000,000 lbs., of which 230,000,000 lbs. were shorn and 42,000,000 lbs., pulled. The 1943-52 average production of all wool was 318,000,000 lbs., of which 268,000,000 lbs. were shorn, and 50,000,000 lbs., pulled wool.

The average price per lb. received by growers for 1954 shorn wool was 53.9c. This price compared with 54.9c per lb. for 1953 wool and the ten-year average of 52.2c. Cash receipts to growers for shorn wool produced in 1954 were estimated at \$125,000,000, 1 per cent below the \$126,000,000 received for the 1953 clip and 7 per cent below average.

The number of sheep and lambs shorn in 1954 totaled 27,417,000 head, 339,000 head smaller than in 1953. This compared with the ten-year average of 33,000,000 head shorn. The weight per fleece was 8.48 lbs., the highest of record. The previous record was 8.30 lbs. per fleece in 1953. The ten-year average is 8.07 lbs.

Commercial slaughter of sheep and lambs during 1954 was slightly below 1953. However, the indicated number of skins pulled was somewhat larger than in 1953.

The average weight of wool pulled per skin was 3.48 lbs. compared with 3.47 lbs. in 1953.

## Claim New Tanning Process Makes Leather Waterproof

The versatility of leather and its responsiveness to new uses and processing was proved further recently when a new tanning process was announced. The new process is called silicone tanning, which reportedly gives leather footwear lifetime water repellency. The new leathers, containing the silicone product, are called Sylflex and are said to repel water while retaining their "breathing" qualities. The new product was developed by Dow Corning Corp.

The new silicone-tanned leather is expected to reach the market this spring and work and sport footwear made of the material will be on the market shortly thereafter.



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# Styron Plastic Containers



Extra protection, extra merchandising appeal for pork sausage  
and sandwich spreads in this new low-cost packaging!

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BUSHNELL, ILLINOIS

## Week's Closing Markets

### PHILADELPHIA FRESH MEATS

Tuesday, March 1, 1955  
WESTERN DRESSED

BEEF (STEER):		Cwt.
Choice, 500/700	.....	\$42.50@45.00
Choice, 700/900	.....	40.50@44.00
Good, 500/700	.....	36.00@39.50
COW:		
Commercial, all wts.	.....	28.00@30.00
Utility, all wts.	.....	25.50@28.00
VEAL (SKIN OFF):		
Choice, 80/110	.....	38.00@42.00
Choice, 110/150	.....	38.00@42.00
Good, 50/80	.....	30.00@33.00
Good, 80/110	.....	33.00@37.00
Good, 110/150	.....	34.00@38.00
Commercial, all wts.	.....	25.00@30.00
Utility, all wts.	.....	22.00@25.00
LAMB:		
Prime, 30/50	.....	44.00@46.00
Prime, 50/60	.....	40.00@44.00
Choice, 30/50	.....	44.00@46.00
Choice, 50/60	.....	40.00@44.00
Good, all wts.	.....	40.00@44.00
Utility, all wts.	.....	35.00@40.00
MUTTON (EWE):		
Choice, 70/ down	.....	21.00@23.00
Good, 70/ down	.....	19.00@21.00
PORK CUTS—CHOICE LOINS:		
(Bladeless included) 8/12	.....	42.00@44.00
(Bladeless included) 12/16	.....	40.00@42.00
Butts, Boston style, 4/8	.....	35.00@37.00
SPARERIBS, 3 lbs. down	.....	37.00@39.00

#### LOCALLY DRESSED

STEER BEEF (lb.):		Prime	Choice	Good
Hindqtrs., 600/800	...	61@64	50@54	42@48
Hindqtrs., 800/900	...	60@62	48@51	40@44
Rounds, no flank	...	51@55	47@52	43@46
Hip rd., with flank	...	51@54	45@51	41@44
Full loin, untrim.	...	85@70	50@55	44@48
Short loin, untrim.	...	80@90	62@68	52@58
Ribs (7 bone)	...	76@80	54@58	42@46
Arm chucks	...	38@40	38@40	33@36
Briskets	...	35@36	35@36	35@36
Short plates	...	16@18	16@18	16@18
Pork loins 8/12.47@50	...	St. hams 10/12.	49@52	
Pork loins 12/16.45@49	...	St. hams 12/14.	47@51	
Spareribs, 3/dn.	...	.39@41	Bos. butts, 4/8.	.39@42

### THURSDAY'S CLOSINGS Provisions

The live hog top at Chicago was \$16.25; average, \$15.25. Provision prices were quoted as follows: Under 12 pork loins, 36½; 10/14 green skinned hams, 39@43; Boston butts, 28½@29; 16/down pork shoulders, 27 nom.; 3/down spareribs, 31½@32; 8/12 fat backs, 9@10½; regular pork trimmings, 15 nom.; 18/20 DS bellies, 20 nom.; 4/6 green picnics, 25¼; 8/up green picnics, 21¼@21½.

P.S. loose lard was quoted at 10.50 nom. and P.S. cash lard in tierces or drums at 12.10 nominal.

#### Cottonseed Oil

Closing cottonseed oil futures in New York were quoted as follows: Mar. 14.68b-73a; May 14.89b-91a; July 11.87-88; 14.62b-65a; 14.55-56; Dec. 14.55; and Jan. 14.40b-50a.

Sales: 221 lots.

#### HOG-CORN RATIO

The hog-corn ratio for barrows and gilts at Chicago for the week ended February 19, 1955 was 10.7, according to a report by the U. S. Department of Agriculture. The ratio compared with the 10.7 ratio reported for the preceding week and 16.6 recorded for the same week a year ago. These ratios were calculated on the basis of yellow corn selling at \$1.470 per bu. in the week ended February 26, 1955, \$1.508 per bu. in the previous week and \$1.540 per bu. for the same period a year earlier.

#### Meat Price Index Steady

The wholesale price index on meats at 85.4, as compiled by the Bureau of Labor Statistics for the week ended February 22, was steady with the week before and compared with the February, 1954 index of 92.3 per cent. Average primary market prices were also steady at 110.3 on the basis of the 1947-49 average of 100 per cent. Tallow declined 3.8; hogs, 1.5; steers, 1.3; while lard increased 2.5 per cent.

#### CANADIAN STORAGE STOCKS

Cold storage holdings in Canada on February 1, 1955, with comparisons, as reported to THE NATIONAL PROVISIONER, in 1,000 lbs.:

Commodity	Feb. 1 1955*	Jan. 1 1955†	Feb. 1 1954	5-yr. Av. Feb. 1
Beef, frozen	14,900	15,346	16,205	15,964
Veal, frozen	2,450	3,401	3,557	2,900
Pork, frozen	20,797	18,257	18,669	24,626
Mutton & Lamb, frozen	1,907	2,836	2,956	3,438

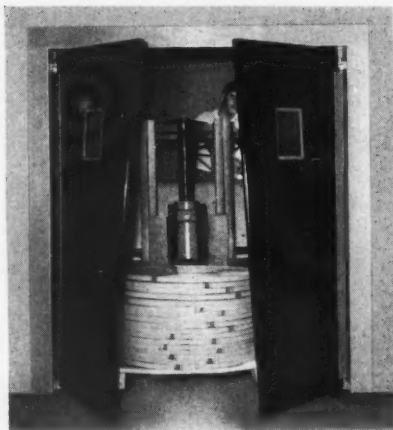
\*Preliminary. †Revised.

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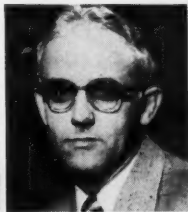
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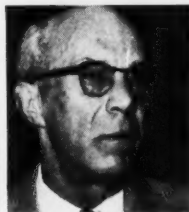
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in spite of heat, humidity, time and temperature changes!

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# LIVESTOCK MARKETS...Weekly Review

## Calf Crop Last Year Set New Mark; Fifth Yearly Rise

A new record output of beef and a record total of all meats appeared even more a certainty for 1955 as a result of the record calf crop last year. The larger share, which did not go into veal early will be fanned out into feedlots for 1955 meat, while others will be added to existing herds.

The United States calf crop in 1954 totaled 42,210,000 head, 3 per cent larger than the 40,947,000 head born in 1953 and was the largest on record, according to the Crop Reporting Board. This was the fifth successive annual increase over the preceding year since the number of cattle began to increase in 1949. The 1954 calf crop was 20 per cent larger than the 1943-52 average.

The record 1954 calf crop resulted from the big cow herd on farms and ranches during 1954. The number of all cows and heifers two years old and over on January 1, 1954 was 48,508,000 head—4 per cent above the number on hand a year earlier.

The calf crop of 18,101,000 head in the North Central States was 565,000 head larger than in 1953, and 16 per cent above the 10-year average. Each of the North Central States, with the exception of Illinois and Missouri, showed more calves born in 1954 than a year earlier.

The Western States showed a calf crop of 7,000,000 head in 1954. This compared with 6,818,000 born in 1953. Only three of the Western States, New Mexico, Arizona and Nevada, showed fewer calves born in 1954 than in the previous year.

In the South Central States, the calf crop is estimated at 10,926,000 head against 10,674,000 in 1953.

The calf crop in the North Atlantic

region totaled 3,030,000 head—2 per cent larger than the 2,959,000 head born in 1953. In the South Atlantic States, the calf crop was 3,153,000 head. This compared with the 2,960,000 head for 1953.

## California Top Cattle, Sheep Butcher State in January

Livestock slaughter by states, federally-inspected, and in wholesale and retail business plants in January, showed California leading in cattle kill with 203,000 head and Illinois second with 170,000 and 157,000 in Nebraska. Wisconsin slaughter of 118,000 calves was far out in front, followed by 92,000 in Texas and 85,000 in New York.

Iowa as usual, led in hog slaughter of 1,182,000 animals, followed by 577,000 in Illinois and 556,000 head for Minnesota. California also topped in sheep and lamb slaughter with 183,000 head compared with second-place Iowa's 132,000 and 120,000 in New York.

## KINDS OF LIVESTOCK KILLED

†The classification of livestock slaughter under federal inspection during Dec. 1954, compared with Nov. 1954, and Dec. 1953 is shown below:

	Dec. 1954 Per Cent	Nov. 1954 Per Cent	Dec. 1953 Per Cent
<b>Cattle:</b>			
Steers .....	46.8	42.7	47.1
Heifers .....	13.6	12.6	12.6
Cows .....	37.4	42.5	37.8
Bulls & stags .....	2.2	2.2	2.5
Total <sup>1</sup> .....	100.0	100.0	100.0
Canners & Cutters <sup>2</sup> ..	21.5	26.5	22.6
<b>Hogs:</b>			
Sows .....	5.5	5.8	5.3
Barrows & gilts .....	94.0	94.0	94.3
Stags & boars .....	.5	.2	.4
Total <sup>1</sup> .....	100.0	100.0	100.0
<b>Sheep and lambs:</b>			
Lambs & yearlings ..	95.8	93.3	95.0
Sheep .....	4.2	6.7	5.0
Total <sup>1</sup> .....	100.0	100.0	100.0

†Based on reports from packers. <sup>1</sup>Totals based on rounded numbers. <sup>2</sup>Included in cattle classification.

## Danish 1954 Hog Kill Hits Recent High; Ham Exports Up

Commercial hog slaughter in Denmark last year reached a post war record 6,900,000 head. This was 11 per cent larger than in 1953, about 40 per cent larger than the 4,900,000-head kill in 1952 and about 300 per cent above the 1946-50 average of 2,600,00 head.

Because of the large pork production, Danish exports of canned hams to the United States for the first 11 months of 1954 were about 34 per cent greater than in the same period, a year earlier. U. S. imports of Danish canned hams in 1953 totaled 15,400,000 lbs.

## CANADIAN LIVESTOCK

Jan., 1955, average prices for livestock at 11 Canadian markets as reported to THE NATIONAL PROVISIONER:

	STEERS 1000 lbs. up to CALVES	VEAL Good, Ch.	HOGS* Gr. Bl. Dr.	LAMBS Good Handyw.
Toronto .....	\$19.74	\$25.28	\$26.24	\$23.04
Montreal .....	20.19	24.35	27.68	19.31
Winnipeg .....	18.87	26.40	23.54	17.27
Calgary .....	18.67	19.99	22.54	17.59
Edmonton .....	18.52	19.45	23.17	18.72
Lethbridge .....	19.18	.....	22.65	17.58
Pr. Albert .....	17.80	19.41	21.73	15.48
Moose Jaw .....	17.69	17.28	21.86	16.00
Saskatoon .....	17.78	23.35	21.82	17.49
Regina .....	17.41	21.19	21.71	15.71
Vancouver .....	18.94	18.02	25.11	18.75

\*Dominion Government premiums not included.

## U. S. Beef To Greece Via FOA

The U. S. Department of Agriculture has announced the purchase of 4,384,000 lbs. of frozen carcass beef for export to Greece under a program of the U. S. Foreign Operations Administration. This beef of U. S. Utility grade, was bought at an average price of 25.38c per lb. f.a.s. Philadelphia and New York City. Delivery is expected to be completed by March 15.

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3 to 7-inch lengths, increments of 1/4" . . .	3 1/2" length—18,000 links per hour
any dia. from 3/8" to 1 1/4" in natural casings.	4 " length—15,340 links per hour
	5 " length—12,480 links per hour
	6 " length—10,560 links per hour

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## SLAUGHTER REPORTS

Special reports to THE NATIONAL PROVISIONER, showing the number of livestock slaughtered at 13 centers.

CATTLE			
Week Ended	Prev. Week	1954	'03.
Feb. 26	23,132	24,066	24,223
Chicago†	12,713	13,636	17,421
Kan. City†	25,439	26,408	26,063
Omaha†	7,273	7,854	9,813
E. St. Louis†	10,662	10,882	10,613
St. Joseph†	7,333	7,915	10,939
Sioux City†	4,525	4,225	5,004
Wichita†	10,146	10,854	10,391
New York & Jer. City†	7,383	8,340	5,422
Okl. City†	4,813	4,242	4,544
Cincinnati†	12,968	11,545	12,904
St. Paul†	14,912	16,305	24,776
Milwaukee†	5,718	5,623	5,865
Totals	147,017	152,551	167,912

HOGS			
Chicago†	41,295	45,392	29,958
Kan. City†	8,876	9,677	8,978
Omaha†	41,785	46,704	23,091
E. St. Louis†	31,638	34,785	31,184
St. Joseph†	28,419	24,880	19,072
Sioux City†	18,272	20,633	15,746
Wichita†	11,176	12,307	6,460
New York & Jer. City†	42,534	49,770	41,080
Okl. City†	11,296	12,218	10,998
Cincinnati†	17,214	1,046	14,958
Denver†	10,335	10,188	9,480
St. Paul†	42,528	43,954	34,546
Milwaukee†	4,726	4,141	4,197
Totals	311,194	315,695	249,748

SHEEP			
Chicago†	5,581	7,589	5,880
Kan. City†	4,919	3,669	3,527
Omaha†	13,141	14,571	14,841
E. St. Louis†	3,086	3,901	1,860
St. Joseph†	8,625	18,172	5,608
Sioux City†	5,123	5,527	11,287
Wichita†	2,279	1,936	1,686
New York & Jer. City†	44,033	48,509	41,968
Okl. City†	1,728	1,409	3,075
Cincinnati†	767	496	353
Denver†	27,450	16,086	9,983
St. Paul†	6,643	4,605	4,069
Milwaukee†	887	1,063	575
Totals	124,062	127,522	104,712

\*Cattle and calves.  
†Federally inspected slaughter, including directs.  
‡Stockyards sales for local slaughter.

§Stockyards receipts for local slaughter, including directs.

## CANADIAN KILL

Inspected slaughter in Canada for week ended February 19:

	Week ended Feb. 19 1955	Same week 1954
CATTLE		
Western Canada . . .	14,248	14,509
Eastern Canada . . .	14,608	13,581
Totals . . .	28,856	28,090
HOGS		
Western Canada . . .	53,396	40,721
Eastern Canada . . .	48,538	39,847
Totals . . .	101,934	80,568
All hog carcasses graded . . .	108,632	87,509
SHEEP		
Western Canada . . .	3,634	3,106
Eastern Canada . . .	3,194	2,761
Totals . . .	6,828	5,867

## NEW YORK RECEIPTS

Receipts of salable livestock at Jersey City and 41st st., New York market for week ended Feb. 26:

	Cattle	Calves	Hogs*	Sheep
Salable . . .	263	33	145	...
Total (Inc. directs) . . .	4,897	2,105	19,821	20,608
Prev. week:				
Salable . . .	231	127	18	...
Total (Inc. directs) . . .	4,667	2,208	22,475	20,625

\*Including hogs at 31st St.

## CHICAGO LIVESTOCK

Supplies of livestock at the Chicago Union Stockyards for current and comparative periods:

RECEIPTS				
	Cattle	Calves	Hogs	Sheep
Feb. 25 . . .	825	179	8,882	280
Feb. 26 . . .	65	13	2,341	513
Feb. 28, 1954 . . .	263	13,276	3,812	...
Mar. 1 . . .	5,000	300	8,500	3,000
Mar. 1, 1954 . . .	1,12,000	400	13,000	3,000
*Week so far . . .	35,158	963	34,776	9,812
Week ago . . .	35,371	1,450	37,580	11,669
Year ago . . .	37,395	1,558	29,368	7,778
2 years ago . . .	37,607	990	37,890	13,746
*Including sheep direct to packers . . .	13,500	hogs and 200		

SHIPMENTS				
	Cattle	Calves	Hogs	Sheep
Feb. 24 . . .	2,701	41	1,339	2,379
Feb. 25 . . .	1,052	10	1,122	1,331
Feb. 26 . . .	220	...	409	...
Feb. 28 . . .	4,306	...	902	943
Mar. 1 . . .	3,000	...	500	1,500
Mar. 2 . . .	5,000	...	400	1,500
Week so far . . .	12,306	...	1,802	3,943
Week ago . . .	12,837	137	2,077	5,206
Year ago . . .	15,167	183	2,160	4,585
2 years ago . . .	16,977	32	3,293	6,063
TOTAL FEBRUARY RECEIPTS				
	1955		1954	
Cattle . . .	157,774		166,357	
Calves . . .	8,753		7,047	
Hogs . . .	251,396		187,722	
Sheep . . .	66,248		46,975	

TOTAL FEBRUARY SHIPMENTS				
	Cattle	Calves	Hogs	Sheep
Feb. 24 . . .	64,573		73,348	
Hogs . . .	33,447		18,087	
Sheep . . .	34,076		24,803	

## CHICAGO HOG PURCHASES

Supplies of hogs purchased at Chicago, week ended Wed., Mar. 2:

	Week ended Mar. 2	Week ended Mar. 23
Packers' purch. . .	43,396	41,047
Shippers' purch. . .	4,723	6,906
Totals . . .	48,119	47,953

## LIVESTOCK PRICES AT LOS ANGELES

Prices paid for livestock at Los Angeles on Wednesday, Mar. 2, were reported as shown in the table below:

CATTLE:	
Steers, choice . . .	\$23.50 only
Steers, gd. & ch. . .	19.00@26.00
Steers, com'l & gd. . .	17.00@23.00
Heifers, choice . . .	22.00 only
Heifers, util. & com'l . . .	13.00@17.00
Cows, util. & com'l . . .	13.00@15.00
Cows, can. & cut. . .	10.50@12.50
Bulls, util. & com'l . . .	14.50@16.50
CALVES:	
Good & choice . . .	\$22.00@24.00
Com'l & good . . .	18.00@21.00
Cull & utility . . .	10.00@13.00
HOGS:	
Choice, 200/245 . . .	\$18.25@19.00
Sows, 390/425 . . .	15.00 only
LAMBS:	
Choice . . .	None rec.

## LIVESTOCK RECEIPTS

Receipts at 20 markets for the week ended Friday, Feb. 25, with comparisons:

	Cattle	Hogs	Sheep
Week to date . . .	230,000	408,000	147,000
Previous week . . .	252,000	476,000	167,000
Same wk. 1954 . . .	268,000	354,000	153,000
1955 to date . . .	2,187,000	3,942,000	1,350,000
1954 to date . . .	2,346,000	3,245,000	1,323,000

## PACIFIC COAST LIVESTOCK

Receipts at leading Pacific Coast markets, week ended Feb. 24:

	Cattle	Calves	Hogs	Sheep
Los Ang. . .	7,000	400	1,075	100
N. Portl. . .	2,835	225	1,325	1,400
San Fran. . .	650	15	550	800



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## LIVESTOCK PRICES AT LEADING MARKETS

Livestock prices at five western markets on Tuesday, March 1, were reported by the Agricultural Marketing Service, Livestock Division, as follows:

St. L. N.S. Yds. Chicago Kansas City Omaha St. Paul

### HOGS (Includes Bulk of Sales):

#### BARROWS & GILTS:

##### Choice:

120-140 lbs.	None rec.	None rec.	None rec.	None rec.	None rec.
140-160 lbs.	\$14.75-16.00	None rec.	None rec.	None rec.	None rec.
160-180 lbs.	15.75-16.75	\$15.00-16.50	None rec.	None rec.	\$16.50-17.00
180-200 lbs.	16.50-17.00	16.25-16.75	\$16.50-16.75	\$16.50-17.00	17.00-17.50
200-220 lbs.	16.50-17.00	16.25-16.75	16.50-16.75	16.50-17.00	16.50-17.50
220-240 lbs.	16.00-16.75	15.75-16.75	16.00-16.75	16.25-16.75	15.75-16.75
240-270 lbs.	15.25-16.25	15.25-16.10	15.50-16.25	15.50-16.50	15.00-16.00
270-300 lbs.	15.00-15.50	15.00-15.50	15.00-15.50	14.75-15.75	14.25-15.25
300-330 lbs.	15.00-15.25	14.65-15.10	None rec.	14.50-15.00	13.50-14.00
330-360 lbs.	None rec.	14.50-14.75	None rec.	14.50-15.00	13.50-14.00

##### Medium:

160-220 lbs.	None rec.	None rec.	None rec.	13.25-16.25	None rec.
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#### SOWS:

##### Choice:

270-300 lbs.	14.75-15.00	14.75 only	14.75-15.00	None rec.	14.25-14.50
300-330 lbs.	14.75-15.00	14.50-14.75	14.50-14.75	None rec.	14.25-14.50
330-360 lbs.	14.50-15.00	14.25-14.50	14.50-14.75	14.00-14.75	13.50-14.00
360-400 lbs.	14.25-14.75	14.00-14.50	14.25-14.50	14.00-14.75	13.50-14.00
400-450 lbs.	14.00-14.50	13.75-14.25	13.75-14.25	13.50-14.25	13.00-13.50
450-550 lbs.	13.00-14.25	13.00-13.75	13.25-13.75	13.50-14.25	12.50-13.00

##### Medium:

250-500 lbs.	None rec.	None rec.	None rec.	12.50-14.25	None rec.
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### SLAUGHTER CATTLE & CALVES:

#### STEERS:

##### Prime:

700-900 lbs.	27.00-30.00	28.00-32.50	25.75-30.50	26.50-30.50	None rec.
900-1100 lbs.	27.50-31.00	29.00-33.50	26.25-31.00	27.00-31.00	None rec.
1100-1300 lbs.	27.50-31.00	31.00-34.00	26.75-31.00	28.00-32.00	None rec.
1300-1500 lbs.	27.00-30.50	31.00-34.00	26.75-31.00	27.00-32.00	None rec.

##### Choice:

700-900 lbs.	23.50-27.50	23.25-29.00	22.25-26.25	22.00-27.00	23.00-27.00
900-1100 lbs.	24.00-27.50	23.75-31.00	22.75-26.75	22.50-28.00	23.50-27.50
1100-1300 lbs.	24.00-27.50	24.00-31.00	22.75-26.75	22.50-28.00	23.00-27.50
1300-1500 lbs.	24.00-27.50	23.75-31.00	22.50-26.75	22.50-28.00	23.00-27.00

##### Good:

700-900 lbs.	19.00-24.00	19.00-23.75	17.75-22.25	18.25-22.25	18.00-23.50
900-1100 lbs.	20.00-24.00	19.25-24.00	17.75-22.75	18.25-22.50	18.00-23.50
1100-1300 lbs.	20.00-24.00	19.50-24.00	18.00-22.75	18.25-22.50	17.50-23.50

##### Commercial:

all wts.	17.00-20.00	16.25-19.50	15.50-18.00	15.50-18.25	15.00-18.00
Utility,					
all wts.	14.00-17.00	13.75-16.25	11.00-15.50	13.00-15.50	13.00-15.00

#### HEIFERS:

##### Prime:

600-800 lbs.	27.00-28.50	25.00-28.50	24.00-26.00	24.00-25.50	None rec.
800-1000 lbs.	27.00-28.50	26.00-29.00	24.50-26.50	24.50-26.00	None rec.

##### Choice:

600-800 lbs.	23.00-27.00	21.50-26.00	19.50-24.50	20.25-24.50	21.50-24.00
800-1000 lbs.	23.00-27.00	21.50-26.00	20.50-24.50	20.25-24.50	21.50-24.00

##### Good:

500-700 lbs.	18.50-23.00	17.50-21.50	16.00-19.50	16.00-20.25	16.50-21.50
700-900 lbs.	18.50-23.00	18.00-21.50	17.00-20.50	16.00-20.25	16.50-21.50

##### Commercial:

all wts.	16.00-18.50	15.00-18.00	13.50-17.00	13.00-16.00	14.00-16.50
Utility,					
all wts.	12.00-16.00	11.50-15.00	10.50-13.50	10.50-13.00	12.00-14.00

#### COWS:

##### Commercial:

all wts.	12.50-14.00	12.50-14.00	12.75-14.00	12.50-13.75	12.00-13.00
Utility,					
all wts.	11.00-12.50	10.75-12.50	11.80-12.75	10.75-12.50	10.00-12.00

##### Can. & cut.:

all wts.	9.00-11.00	9.00-11.00	9.50-11.50	9.00-10.75	9.00-10.00
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#### BULLS (Yrls. Excl.) All Weights:

Good	None rec.	11.50-14.50	None rec.	11.00-12.50	13.00-14.00
Commercial	13.00-14.50	15.50-16.00	14.00-14.50	13.50-15.00	13.00-14.00
Utility	12.00-13.00	14.00-15.50	12.50-14.00	11.75-13.50	13.00-15.50
Cutter	9.50-12.00	12.00-14.00	10.00-12.50	10.50-11.75	13.00-15.50

#### VEALERS, All Weights:

Ch. & pr.	22.00-28.00	23.00-26.00	21.00-23.00	21.00-24.00	20.00-23.00
Com'l & gd.	15.00-22.00	15.00-23.00	12.00-21.00	14.00-21.00	12.00-20.00

#### CALVES (500 Lbs. Down):

Ch. & pr.	19.00-24.00	17.00-21.00	17.00-19.00	19.00-22.00	15.00-18.00
Com'l & gd.	14.00-19.00	13.00-17.00	12.00-17.00	13.00-19.00	12.00-15.00

### SHEEP & LAMBS:

#### LAMBS (110 Lbs. Down):

Ch. & pr.	22.50-23.50	21.75-22.75	21.50-22.50	22.25-22.65	21.00-22.25
Gd. & ch.	21.50-22.75	21.00-22.00	20.25-21.75	20.50-22.25	19.00-21.50

#### LAMBS (Shorn, 105 Lbs. Down):

Ch. & pr.	21.50 only	20.25-20.75	19.50-20.50	20.75-21.50	None rec.
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#### EWES:

Gd. & ch.	6.00-7.00	7.00-9.25	6.75-8.25	8.00-9.00	8.00-9.00
Cull & util.	4.00-5.50	6.00-7.50	5.50-6.75	5.50-8.00	5.50-8.00

## For Flavor Variety

### Your Best Bet is Natural Spices



A mathematician once figured out that there are millions of flavor combinations possible with just 24 spices, seeds and herbs. This means, of course, that a vast unexplored flavor field exists—products as yet unknown and untasted—tremendous sales potential—ready and waiting for the adventurous businessman.

And Natural Spices are ready, too. Ready to lend their wonderful nature-ripened flavors to any product you make, or intend making. If you have any ideas for new products—kicking around in your mind—just waiting to be pinned down—consult your spice grinder. He has a world of flavor experience—and he knows how to keep trade secrets!



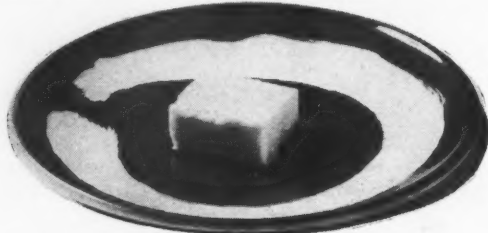
.....You Can't Improve on Nature

## American Spice Trade Association

82 WALL STREET, NEW YORK 5, N. Y.

# no risk to foods in your cooler with this truly damp-proof ODORLESS PAINT

Who else dares offer this startling proof! Only KOCH invites you to make the "Saucer Taste-Test"—a positive proof that KOCH Odorless Damp-Proof Enamel imparts NO ODOR OR TASTE to exposed meats, dairy products—any kind of food.



Prove to yourself that ...

**KOCH** ODORLESS  
DAMP-PROOF ENAMEL  
is absolutely SAFE to use inside your cooler.



## Make this simple SAUCER TASTE-TEST!

Place a small pat of butter on a saucer. Paint a ring around the butter with KOCH Odorless Damp-Proof Enamel.

To trap any possible paint odor, cover the saucer with a large pan or cake cover. Let it stand over night.

Spread the butter on your breakfast toast and eat it. Prove to yourself that KOCH Odorless Damp-Proof Enamel leaves absolutely no taste or odor in exposed food.

Prove to yourself that there is no need to remove foods when you paint your cooler. KOCH Odorless Damp-Proof Enamel can be applied directly over damp walls. Resists flaking and blistering. Use in any temperature down to 32° F. Non-yellowing gloss white finish takes repeated washings with strong cleaning compounds. Brush or spray it.

**KOCH SUPPLIES**

2518 Holmes St.  
Kansas City 8, Mo.  
Phone Victor 3788

☐ YES—I want to make the "Saucer Taste-Test." Send me one quart of KOCH Odorless Damp-Proof Enamel @ \$2.20. If it does not prove entirely satisfactory (and I'm the sole judge), my entire purchase price will be refunded.

☐ Please rush my order for:

(gallons) KOCH Odorless Damp-Proof Enamel, gloss white @ \$8.00 per gallon (15¢ per gal. less in 5's)

(gallons) KOCH Odorless Damp-Proof Enamel, Undercoater @ \$7.80 per gallon (15¢ per gal. less in 5's)

(gallons) KOCH Odorless Damp-Proof Enamel Thinner @ \$2.80 per gallon.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## PACKERS' PURCHASES

Purchases of livestock by packers at principal centers for the week ended Saturday, February 20, 1965, as reported to The National Provisioner:

**CHICAGO**  
Armour, 10,069 hogs; Wilson, 4,637 hogs; Agar, 13,553 hogs; Ship-pers, 5,547 hogs; and Others, 13,056 hogs.  
Totals: 23,132 cattle; 1,471 calves; 46,842 hogs; and 5,581 sheep.

**KANSAS CITY**  
Cattle Calves Hogs Sheep  
Armour .. 2,468 748 1,930 2,763  
Swift .. 1,961 646 2,471 2,156  
Wilson .. 1,498 ..... 2,188 .....  
Butchers, 4,246 ..... 1,100 .....  
Others .. 1,146 ..... 1,187 .....  
Totals 11,319 1,394 8,876 4,919

**OMAHA**  
Cattle and Calves Hogs Sheep  
Armour ... 5,954 7,501 4,313  
Cudahy ... 3,482 6,153 2,396  
Swift ... 4,765 3,249 1,756  
Wilson ... 3,327 5,120 2,311  
Am. Stores. 479 .....  
Cornhusker. 1,051 .....  
O'Neill ... 473 .....  
Neb. Beef. ... 647 .....  
Eagle ... 76 .....  
Gr. Omaha. 796 .....  
Hoffman ... 104 .....  
Rothschild. 1,224 .....  
Roth ... 1,241 .....  
Kings ... 1,293 .....  
Merchants ... 32 .....  
Midwest ... 115 .....  
Omaha ... 590 .....  
Union ... 594 .....  
Others ..... 9,882 .....  
Totals .. 26,153 33,906 10,976

**E. ST. LOUIS**  
Cattle Calves Hogs Sheep  
Armour .. 1,846 542 13,392 1,601  
Swift .. 2,933 1,074 13,938 1,485  
Hunter .. 878 ..... 1,113 .....  
Heil ..... 3,193 .....  
Krey .....  
Laclede .....  
Luer .....  
Totals. 5,657 1,616 31,638 3,086

**ST. JOSEPH**  
Cattle Calves Hogs Sheep  
Swift .. 3,750 228 9,882 4,031  
Armour .. 3,737 392 7,810 1,991  
Others .. 4,134 31 2,998 .....  
Totals\*11,621 651 20,690 6,022

\*Do not include 4 cattle, 12 calves, 10,727 hogs and 2,603 sheep direct to packers.

**SIOUX CITY**  
Cattle Calves Hogs Sheep  
Armour .. 3,267 1 11,714 4,278  
Sioux City  
Dr. Bf. 817 .....  
Swift .. 2,651 ..... 4,719 3,887  
Butchers. 449 ..... 2 .....  
Others .. 9,442 1 11,451 2,318  
Totals 16,626 4 27,884 10,483

**WICHITA**  
Cattle Calves Hogs Sheep  
Cudahy .. 1,453 403 1,961 .....  
Kansas .. 462 .....  
Dunn ... 171 .....  
Dold ... 139 ..... 661 .....  
Sunflower. 46 .....  
Pioneer .. 190 .....  
Excel ... 748 .....  
Armour .. 20 ..... 1,015 .....  
Swift ..... 1,264 .....  
Others .. 1,365 ..... 287 44  
Totals. 4,594 403 2,909 2,323

**OKLAHOMA CITY**  
Cattle Calves Hogs Sheep  
Armour .. 1,549 170 1,093 252  
Wilson .. 1,776 116 860 149  
Others .. 2,462 560 1,185 1,300  
Totals\* 5,787 846 3,138 1,701

\*Do not include 750 cattle, 8,158 hogs and 27 sheep direct to packers.

**LOS ANGELES**  
Cattle Calves Hogs Sheep  
Armour .. 172 3 93 .....  
Cudahy .. 188 .....  
Swift .. 183 .....  
Wilson .. 687 .....  
Ideal ... 677 ..... 215 .....  
United ... 534 .....  
Atlas ... 402 .....  
Com'l ... 400 .....  
Gr. West. 398 .....  
Others .. 3,098 188 664 .....  
Totals. 6,719 197 972

**DENVER**  
Cattle Calves Hogs Sheep  
Armour .. 1,591 19 2,622 5,731  
Swift .. 1,427 50 2,160 7,868  
Cudahy .. 847 104 1,827 469  
Wilson .. 422 .....  
Others .. 6,014 127 2,029 176  
Totals 10,301 300 8,638 14,244

**ST. PAUL**  
Cattle Calves Hogs Sheep  
Armour .. 5,714 3,864 19,077 2,795  
Bartusch. 1,120 .....  
Riffin ... 886 20 .....  
Superior. 1,339 .....  
Swift .. 5,843 3,115 23,451 3,848  
Others .. 2,579 2,464 12,293 3,006  
Totals 17,491 9,463 54,821 9,648

**CINCINNATI**  
Cattle Calves Hogs Sheep  
Gall ... 242  
Kahn's ...  
Meyer ...  
Schlachter 147 45 .....  
Northside .....  
Others .. 3,784 1,176 18,716 322  
Totals. 3,931 1,221 18,716 564

**FORT WORTH**  
Cattle Calves Hogs Sheep  
Armour .. 1,231 846 1,064 3,564  
Swift .. 1,177 789 467 4,613  
Bl. Bon. ... 227 36 140 .....  
City ... 450 26 40 .....  
Rosenthal 43 7 .....  
Totals. 3,128 1,704 1,711 8,177

**TOTAL PACKER PURCHASES**  
Week end. Prev. Same Wk.  
Feb. 26 Week 1964  
Cattle .... 146,459 155,903 161,993  
Hogs .... 280,741 295,188 177,568  
Sheep .... 77,724 92,949 70,428

## CORN BELT DIRECT TRADING

Des Moines, Mar. 2—  
Prices at the ten concentra-tion yards and 11 packing plants in Iowa and Minne-sota were reported by the USDA as follows:

Hogs, good to choice:  
160-180 lbs. .... \$13.25@15.25  
180-240 lbs. .... 15.15@16.10  
240-300 lbs. .... 13.65@15.85  
300-400 lbs. .... 13.05@14.65

Sows:  
270-360 lbs. .... 13.40@14.15  
400-500 lbs. .... 11.10@12.95

Corn Belt hog receipts were reported as follows by the U. S. Department of Agriculture:

	This week estimated	Last week actual
Feb. 24	62,000	52,000
Feb. 25	72,500	40,500
Feb. 26	42,000	27,000
Feb. 28	56,500	77,000
Mar. 1	65,000	19,000
Mar. 2	65,000	57,000

## BALTIMORE LIVESTOCK

Livestock prices at Balti-more, Md., on Wednesday, Mar. 2, were as follows:

**CATTLE:**  
Steers, ch. & pr. .... None rec.  
Steers, gd. & ch. .... \$23.50@25.00  
Steers, com'l & gd. .... 20.00@23.00  
Helfers, com'l & gd. .... 15.00@21.50  
Helfers, util. & com'l .... 14.00@18.00  
Cows, util. & com'l .... 12.00@14.50  
Cows, can. & cut. .... 9.00@12.00  
Bulls, util. & com'l .... 14.00@16.00

**VEALERS:**  
Choice & prime .... \$28.00@29.00  
Good & choice .... 24.00@28.00  
Util. & com'l .... 10.00@14.00  
Culls .... 6.00@ 8.00

**HOGS:**  
Choice, 160/240 .... \$16.50@17.25  
Sows, 400/down .... 14.75 only

**LAMBS:**  
Good & choice .... None rec.

## MEAT SUPPLIES AT NEW YORK

(Receipts reported by the USDA Marketing Service for week ended February 26, with Comparisons)

**STEERS AND HEIFERS: Carcasses**  
 Week ended Feb. 26 .... 8,814  
 Week previous ..... 13,151  
 Same week year ago.... 12,500

**COW:**  
 Week ended Feb. 26 .... 2,121  
 Week previous ..... 2,121  
 Same week year ago.... 1,763

**BULL:**  
 Week ended Feb. 26 .... 434  
 Week previous ..... 431  
 Same week year ago.... 431

**VEAL:**  
 Week ended Feb. 26 .... 9,271  
 Week previous ..... 10,310  
 Same week year ago.... 10,350

**LAMB:**  
 Week ended Feb. 26 .... 22,934  
 Week previous ..... 30,687  
 Same week year ago.... 34,221

**MUTTON:**  
 Week ended Feb. 26 .... 396  
 Week previous ..... 902  
 Same week year ago.... 858

**HOG AND PIG:**  
 Week ended Feb. 26 .... 6,800  
 Week previous ..... 6,460  
 Same week year ago.... 5,970

**PORK CUTS:**  
 Week ended Feb. 26 .... 945,304  
 Week previous ..... 1,185,653  
 Same week year ago.... 1,076,673

**BEEF CUTS:**  
 Week ended Feb. 26 .... 119,919  
 Week previous ..... 127,445  
 Same week year ago.... 118,764

**VEAL AND CALF CUTS:**  
 Week ended Feb. 26 .... 15,133  
 Week previous ..... 14,589  
 Same week year ago.... 9,574

**LAMB AND MUTTON:**  
 Week ended Feb. 26 .... 3,058  
 Week previous ..... 7,307  
 Same week year ago.... 2,980

**BEEF CURED:**  
 Week ended Feb. 26 .... 10,871  
 Week previous ..... 9,742  
 Same week year ago.... 10,285

**PORK CURED AND SMOKED:**  
 Week ended Feb. 26 .... 133,370  
 Week previous ..... 304,159  
 Same week year ago.... 354,760

**LARD AND PORK FAT:**  
 Week ended Feb. 26 .... 3,144  
 Week previous ..... 46,184  
 Same week year ago.... 3,172

### LOCAL SLAUGHTER

**CATTLE:**  
 Week ended Feb. 26 .... 10,146  
 Week previous ..... 10,854  
 Same week year ago.... 10,391

**CALVES:**  
 Week ended Feb. 26 .... 10,832  
 Week previous ..... 9,518  
 Same week year ago.... 10,981

**HOGS:**  
 Week ended Feb. 26 .... 42,534  
 Week previous ..... 49,770  
 Same week year ago.... 41,080

**SHEEP:**  
 Week ended Feb. 26 .... 44,033  
 Week previous ..... 48,500  
 Same week year ago.... 41,968

### COUNTRY DRESSED MEATS

**VEAL:**  
 Week ended Feb. 26 .... 8,689  
 Week previous ..... 6,560  
 Same week year ago.... 6,958

**HOGS:**  
 Week ended Feb. 26 .... 26  
 Week previous ..... 32  
 Same week year ago.... 88

**LAMB AND MUTTON:**  
 Week ended Feb. 26 .... 97  
 Week previous ..... 144  
 Same week year ago.... 165

## WEEKLY INSPECTED SLAUGHTER

Slaughter at major centers during the week ended February 26, was reported by the U. S. Department of Agriculture as follows:

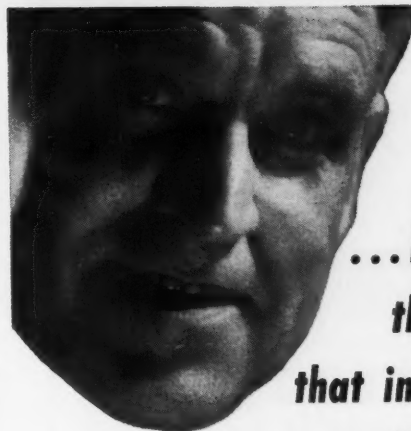
	Cattle	Calves	Hogs	Sheep & Lambs
Boston, New York City Area <sup>1</sup> .....	10,146	10,832	42,534	44,033
Baltimore, Philadelphia Area <sup>2</sup> .....	6,502	1,037	23,114	1,432
Cincinnati, Cleveland, Detroit, Indianapolis .....	15,533	6,224	95,032	10,691
Chicago Area .....	23,157	7,874	65,753	5,431
St. Paul-Wis. Areas <sup>2</sup> .....	28,232	31,673	160,191	11,824
St. Louis Area <sup>3</sup> .....	11,650	4,126	74,907	6,120
Sioux City .....	7,597	8	19,887	4,536
Omaha Area .....	28,542	848	64,885	16,707
Kansas City .....	12,352	2,931	25,211	9,949
Iowa-S. Minnesota <sup>4</sup> .....	25,711	12,695	250,967	29,185
Louisville, Evansville, Nashville, Memphis .....	8,837	7,641	44,456	Not Available
Georgia-Alabama Areas <sup>5</sup> .....	6,072	2,674	23,405	.....
St. Joseph, Wichita, Oklahoma City .....	17,525	2,804	48,435	13,415
Ft. Worth, Dallas, San Antonio .....	11,839	5,816	19,034	10,017
Denver, Ogden, Salt Lake City .....	15,535	937	12,197	18,111
Los Angeles, San Francisco Areas <sup>6</sup> .....	21,891	2,632	27,884	30,490
Portland, Seattle, Spokane .....	6,197	390	12,558	3,838
GRAND TOTALS .....	257,228	101,142	950,350	215,179
Totals previous week .....	273,233	97,070	1,002,155	248,480
Totals same week, 1954 .....	253,328	99,395	768,345	213,012

<sup>1</sup>Includes Brooklyn, Newark and Jersey City. <sup>2</sup>Includes St. Paul, So. St. Paul, Newport, Minn., and Madison, Milwaukee, Green Bay, Wis. <sup>3</sup>Includes St. Louis National Stockyards, E. St. Louis, Ill., and St. Louis, Mo. <sup>4</sup>Includes Cedar Rapids, Des Moines, Fort Dodge, Mason City, Marshalltown, Ottumwa, Storm Lake, Waterloo, Iowa, and Albert Lea, Austin, Minn. <sup>5</sup>Includes Birmingham, Dothan, Montgomery, Ala., and Albany, Atlanta, Columbus, Moultrie, Thomasville, Tifton, Ga. <sup>6</sup>Includes Los Angeles, Vernon, San Francisco, San Jose, Vallejo, Calif.

## SOUTHEASTERN RECEIPTS

Receipts of livestock at six southern packing plant stockyards located in Albany, Moultrie, Thomasville, and Tifton, Georgia; Dothan, Alabama, and Jacksonville, Florida during the week ended Feb. 25:

	Cattle	Calves	Hogs
Week ended Feb. 25 .....	2,937	1,197	12,718
Week previous (five days) .....	2,617	786	11,508
Corresponding week last year .....	2,767	914	13,078



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